KUANG-HSUAN (JACK) LEE

Los Angeles, CA • 213-465-9520 • leekuang@marshall.usc.edu • LinkedIn • GitHub

EDUCATION

University of Southern California, Marshall School of Business   **Los Angeles, CA**
Master of Science in Business Analytics (STEM); GPA: 3.72   May 2025
- **Honor:** Dean's List (Fall 2023); Recipient of $6,000 University Merit Scholarship

National Taipei University   **Taipei, Taiwan**
Bachelor of Arts in Public Finance, minor in Sociology; GPA: 3.68   June 2020
- **Non-degree Certificate:** Certificate of completion in International Economic and Trade Negotiation Program
- **Leadership:** President of Toastmasters International campus branch

EXPERIENCE

J. Galt Finance Suite, LLC   **Remote, United States**
Data Science Intern   June 2024 – Present
- Enhanced business intelligence by developing a sales dashboard for a team of 40+ salespeople using Python Dash and Plotly, building interactive visual reports and sales metric analytics, and designing user interfaces and layouts
- Built a cloud database architecture on BigQuery by integrating data from Google Apps and Zoho CRM using APIs; deployed automated data pipelines on Cloud Functions and crafted SQL data tables for various analytics purposes
- Delivered user stories by gathering and estimating requirements from stakeholders within a Scrum framework during weekly meetings; documented development in Trello and visualized data workflows using Lucidchart

Uber (Uber Eats)   **Taipei, Taiwan**
Sales Operations Analyst   June 2021 – June 2023
- Developed a regionwide standard for the APAC compliance team by evaluating criteria to determine potential fraudulent behaviors and creating monitoring mechanism model based on RFM model and sales metrics with SQL
- Drove compliance solutions for Anti-Money Laundering Act by collaborating across 4 teams to understand business requirements, building fuzzy data matching method for 85K rows of data, and presenting to stakeholders
- Accelerated sales target setup for 20+ managers by clustering restaurants based on names using Python, conducting quarterly brand integration for 80K active restaurant partners in Salesforce to improve client engagement strategies
- Facilitated 150+ stakeholders in sales performance trend monitoring and opportunity discovery by designing and establishing 3 master Google Sheet dashboards that track financial KPIs of 70K+ restaurants across 20+ cities
- Documented Salesforce and SQL query playbooks, providing instructions on workflows and dashboards for users; increased efficiency by 80% by building SQL-based data pipeline that refreshes reports using Google Apps Script

The American Chamber of Commerce in Taiwan   **Taipei, Taiwan**
Assistant of Government Affairs   January 2020 – August 2020
- Assisted president in evaluating effectiveness of company-hosted press conferences and events by producing 10+ executive media preference reports that focus on social media impression rate and keyword research
- Created a comprehensive report for supervisors and clients to understand market reactions by synthesizing insights from annual Business Climate Surveys and summarizing concerns of multinational Taiwanese business executives

PROJECTS

Modeling for Option Pricing on S&P 500 (sklearn, matplotlib, seaborn, regression, classification)   **April 2024**
- Built machine learning models to predict call option prices and benchmarked against the Black-Scholes formula
- Identified optimal models based on metrics like R-squared, MSE, and classification errors, and their interpretability

The Best Use of the LBJ and AD Partnership in the 2019-20 Lakers (pandas, matplotlib, seaborn)   **March 2024**
- Uncovered the Lakers' successful on-court strategy by analyzing patterns, load management, and plus-minus stats
- Outlined star players' impacts by assessing team performance across compositions and rotations with 5 key metrics

COVID-19 Impact on Airbnb Los Angeles Market (matplotlib, folium, sklearn, seaborn, numpy)   **February 2024**
- Formulated executive solutions for stakeholders entering LA Market, delivering insights, highlighting limitations, and visualizing price and quantity changes based on room type and neighborhoods from 1.63M+ data rows

USC MSBA Case Competition (ArcGIS Platform provided by Esri)   **November 2023**
- Selected to semi-finals in a global competition, competing with 30+ teams by co-creating and leading a 5-person cross-functional, multicultural engagement team to conduct needs analysis, analyze, clean data, visualize insights
- Advised clients on selecting locations for cold-chain warehouses using spatial data and a weighted scoring model

KPMG Data Analytics Consulting Experience Program - Virtual (Forage)   **April 2021**
- Generated advertising insights based on analysis of 20k transactions by designing customer segmentation within a simulation case and utilizing the Recency, Frequency, and Monetary (RFM) model to cluster high-value customers
- Resolved data quality issues by flagging 10+ invalid fields; developed Power BI dashboards and briefed clients

SKILLS & INTERESTS

- **Language/Tools:** SQL, PostgreSQL, Python, NoSQL, MongoDB, RStudio, Excel, PowerPoint, Power BI, Tableau, BigQuery, Git, GitHub, Google Apps Script, Salesforce, Jira, Zoho, Google Cloud Platform, ETL, Canva, Scrum
- **Techniques:** Statistical Analysis, Machine Learning, Web Scrape, API Request, A/B Testing, Logistic Regression
- **Interests:** Movie (with Instagram Account), Surfing, Strength Training, Cooking, Gaming, Snowboarding, Tennis