Jaeyoung Choi

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Education

Sungkyunkwan University, Seoul, South Korea Mar 2016–Aug 2021
GPA: 3.90/4.50

Bachelor of Arts in Library and Information Science (GPA: 3.93/4.50)

Bachelor of Science in Data Analytics (GPA: 4.29/4.50)

Indiana University, Bloomington, IN Aug 2019–Dec 2019
GPA: 4.00/4.00

Exchange Program in Luddy School of Informatics, Computing and Engineering

Publications

Workshops

- **J. Choi**, C. Han, H. Yang, Y. Hong, S. Jeon and Y. Zhu. 2021. Embedding-based Neural Network Models for Book Recommendation in University Libraries in *Workshop on AI + Informetrics* (AII2021, 2021) [Paper] [Video]

Journal Articles

- Y. Hong, **J. Choi**, C. Han, H. Yang, S. Jeon and Y. Zhu. 2021. A Study on the Development and Evaluation of Personalized Book Recommendation Systems in University Libraries Based on Individual Loan Records in *Journal of the Korean Society for Information Management* (JKOSIM, 2021) [Paper]
- **J. Choi**, H. Yang, H. Oh. 2020. Store Sales Prediction Using Gradient Boosting Models in *Journal of the Korea Institute of Information and Communication Engineering* (JKIICE, 2020) [Paper]

Professional Experience

Research & Development Intern *Data Marketing Korea, Seoul, South Korea* Jan 2021–Mar 2021

- Accomplished natural language processing for social media via BERT, improving 15% in performance

Teaching Experience

Introduction to Artificial Intelligence (GCO-2002) *Teaching Assistant, Sungkyunkwan University* Fall 2020

Selected Projects

BERT for Classification of Social Media Data | *Python* Jan 2021–Mar 2021

- Designed and conducted BERT with rule-based models to improve classification of 600,000 text data on daily basis
- Optimized deep learning model to discover potential customers opinion using PyTorch

Recommendation System for Sungkyunkwan University Library | *Python* Oct 2020–Mar 2021

- Supervised by Professor Zhu Yongjun, Sungkyunkwan University, Seoul, South Korea
- Composed embedding based neural network book recommendation system for 34,335 students and 206,089 books
- Utilized 662,402 loan records by embeddings of book metadata and user data through RoBERTa and Efficientnet

Store Sales Prediction Using Gradient Boosting Models | *Python* Jun 2020–Dec 2020

- Supervised by Professor Oh Hayoung, Sungkyunkwan University, Seoul, South Korea
- Applied machine learning algorithms and missing data processing methods to sales data of 1,966 stores
- Computed gradient boosting tree algorithms: XGBoost, LightGBM, CatBoost to predict future sales

Prediction of Seoul Public Bike Usage | *Python, R* Mar 2019–Jul 2019

- Problem solved predictions for 433 public bike stations in Seoul on daily basis
- Devised prediction models of statistical analysis, machine learning and neural networks with entity embedding

Honors and Awards

Co-deep Learning Project 3rd Place, *Sungkyunkwan University, Seoul, South Korea* Feb 2021
Data Creator Camp Hackathon 3rd Place, *National Information Society Agency, Seoul, South Korea* Oct 2020

Skills

Programming: Python, R, SQL, HTML, Qgis
Language: English(Fluent), Korean(Navtive)