Jaeho Lee

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Education

Sungkyunkwan University — *Suwon, South Korea*

Master of Science in Industrial Engineering — *Aug. 2020 (Expected)*

- Courses: Data Mining, Neural Networks, Advanced Simulation Methods, Learning from Data, AHP/ANP, Advanced Business Forecasting, Meta Heuristic, Engineering Management

State University of New York at Stony Brook — *New York, USA*

Bachelor of Science in Applied Mathmatics and Statistics — *Dec 2015*

- Courses: Calculus I II III IV, Linear Algebra, Applied Algebra, Probability Theory, Finite Mathematical Structures, Numerical Analysis, Graph Theory, Game Theory, Operations Research I II

Skills

Theoretical Backgrounds Statistics, Mathematics, Machine Learning, Deep Learning, and Multivariate Data Analysis

Computing Skills R, Python, MySQL, LaTeX

Work Experiences

Data Analyst — *Seoul, South Korea*

Krafton — *July 2016 - Dec 2017*

- Designed a database structure for mobile game(real-time strategy)
- Analyzed and optimized online advertising effect considering resource constraints
- Clustered users and performed personal-marketing based on users' in-app data
- Used text mining methods to analyze users' experiences and interests
- Worked collaboratively in a team- or project-based environment
- Utilized strong interpersonal and communication skills using data visualization

Project Experiences at SKKU

Development of AI-Based algorithms to control SPM at CGL — *Gwangyang, South Korea*

Posco — *May 2018 - Dec 2019*

- Adopted a machine learning model into Skin Pass Mills (SPM) process of Continuous Galvanizing Line (CGL)
- Optimized two controllable factors for steel product to meet customer requirements
- Visualize the model-based optimal results so as not to solely rely on operators' experiences in decision-making process
- Programmed all source codes using R and Python

Data-Driven Approach to Model Customer Satisfactions for New Product Development — *Hwaseong, South Korea*

Hyundai Motors Company — *March 2018 - Nov 2019*

- Analyzed the relationship between engineering data and customer satisfaction data using canonical correlation analysis
- Proposed a new framework to predict future customer satisfactions for new car design
- Programmed all source codes using R and Python
- Presented this research at an academic conference, INFORMS (Institute for Operations Research and the Management Sciences) held in Seattle (2019)

Fleet Management Modeling — *Seoul, South Korea*

McKinsey & Company — *May 2020 - July 2020*

- Developed a price forecasting method for fleet management
- Performed data pre-processes such as cleansing, merging, transforming, etc.
- Built a predictive model using generalized additive models
- Programmed all source codes using R and Python

Publications

A Data-driven Approach to Modeling Multiple Customer Satisfactions for New Product Development Using Canonical Correlation Analysis — *INFORMS Annual Meeting 2019(Seattle, USA)*

Master's Thesis — *Oct. 2019*

- Introduced a new regression framework considering multiple covariance matrices and cross-covariance matrix in predicting customer satisfactions for new product development
- Presented at INFORMS Annual Meeting 2019 in Seattle
- Ready to submit to a referred journal