

JISU BAEK

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EDUCATION

Columbia University

New York, NY

M.S. in Applied Analytics

Expected May 2022

- GPA 4.05/4.30, Capstone project: Marketing channel optimization and effectiveness evaluation using R for healthcare consulting

Sungkyunkwan University

Seoul, Korea

B.B.A. with an emphasis on Quantitative Methods

Aug 2015

- Dean's list with distinction, four-year full-tuition scholarship awarded for academic excellence
- Study-abroad: Beijing Language and Culture University (2011)

CORE COMPETENCIES

- **Programming:** R
- **Database:** PostgreSQL, MySQL, pgAdmin, MongoDB, Elasticsearch, Neo4j
- **Visualization:** Tableau Software, Power BI
- **Version Control:** Git

PROFESSIONAL EXPERIENCE

Lotte Department Store

Seoul, Korea

Data Analyst – Sales and Marketing (Female Clothing Section)

Jul 2015 – Nov 2020

- Performed a Principal Component Analysis (PCA) and market basket analysis to cluster customer segments
- Designed and implemented cross-selling promotion campaign by identifying a strong association between clothing customers and cosmetics customers, resulting in 5.7% sales growth
- Honored as Employee of the Year (2016) for outstanding performance in analytical marketing strategy

Data Analyst – Task Force Project (Young Target Omni Channel)

Aug 2016 – Dec 2017

- Redesigned the KPIs for each marketing funnel and cooperated cross-functionally with the online marketing team
- A/B tested app push notification for Smart Pick (Buy Online, Pickup In-Store) and implemented for showrooming customers; increased engagement rate for 6% within one month.
- Developed interactive on/offline marketing campaign using Smart-pick and beacon services, increasing on/offline sales by 50% within a one-month timeframe

Data Analyst – Task Force Project (Female Fashion Merchandise)

Nov 2015 – Aug 2016

- Collaborating with Merchandise team, automated and integrated quarterly KPI and market basket analysis reports and dashboards using real-time Tableau dashboard
- Deep-dived into customer data and customer purchasing patterns through cohort analysis with R and SQL
- Provided cross-merchandising strategy by combining female clothing and food, which increased the average time spent in-store; expanded total sales revenue of the second floor by 400% compared to the previous year

RELEVANT PROJECTS

AirBnB – School Project

Spring 2021

- Applied Random Forest algorithm with 10-fold cross validation to better predict the NYC accommodation price using R, resulting in $R^2=0.94$ and a 0.175 of RMSE.
- Compared model performance of various machine learning algorithms and regression models to find the best model
- Identified the relationship between geographic location and accommodation price in New York

Booking.com – School Project

Summer 2021

- Managed hotel booking data and food delivery data and developed ETL pipeline using SQL
- Prototyped an application service combining hotel booking and food delivery service in Seoul, Korea using Shiny
- Deployed the basic customer analytics and business insights in the application to attract more hotel and food delivery service providers

HONORS

- Employee of the Year for Excellence in Performance, Lotte Department Store May 2016
- LTE Integrated Marketing Communication Strategy Competition, 1st Place, Korea Telecom Nov 2013
- Marketing Campaign Competition over Converting walk-ins to appointments, 1st Place, LG Jul 2013
- Marketing Communication Campaign Competition to increase brand awareness of Lenovo May 2013
- KT&G Asia Venture Start-up Idea Contest, 4th Place, The Korea Economic Daily Feb 2013