JISU BAEK

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EDUCATION

Columbia University, New York   Expected May 2022
MS in Applied Analytics; GPA 4.05
- Capstone project: Marketing channel optimization and effectiveness evaluation using R for healthcare consulting

Sungkyunkwan University, Seoul, Korea   Aug 2015
Bachelor's degree in B.A. with an emphasis on Quantitative Methods
- 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   **Visualization**: Tableau Software, Power BI
- **Database**: PostgreSQL, MySQL, pgAdmin, MongoDB, Elasticsearch, Neo4j
- **Version Control:** Git

PROFESSIONAL EXPERIENCE

Lotte Department Store, Seoul, Korea   Jul 2015 – Nov 2020
Data Analyst – Sales and Marketing (Female Clothing Section)
- 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 online marketing team
- Optimized a logistic regression model on conversion rate using R and SQL
- Developed interactive on/offline marketing campaign using beacon services, increasing on/offline sales by 50% within 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 second floor by 400% compared to the previous year

RELEVANT PROJECTS

AirBnB   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 algorithm and regression model to find the best model
- Identified the relationship between geographic location and accommodation price in New York

Booking.com   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 appointment, 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