

KISHA NAYOUNG KIM

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EDUCATION

University of California, Berkeley, Berkeley, CA

Apr 2021 – Dec 2023

Master of Information and Data Science

Georgia Institute of Technology, Atlanta, GA

Aug 2010 – Dec 2014

Bachelor of Science in Industrial and Systems Engineering (ISyE)

EXPERIENCE

Ernst and Young, New York, NY

Jan 2015 - Present

Data & Analytics Manager

Jun 2020 – Present

- Led cross-functional teams to deliver projects end-to-end from ideation with business stakeholders, data acquisition with Sales/Marketing, cleansing, data pipeline development and EDA with IT/Engineering, and model building, testing, to production
- Increased YoY revenue by 7% through developing various regression models to predict revenue/demand using market external factors, historical transactions, production/shipment volume, and base price
- Performed statistical testing and modeling to quantitatively identify business drivers that impact revenue forecasting using SHAP values, XGB, random forest
- Successfully delivered and managed end-to-end programs ranging from \$500k to \$3M by reporting to executive leadership
- Launched a \$20M finance analytics transformation project for a \$160B Fortune 50 automotive firm to improve business operations through a 35% decrease in cycle time to pull product/customer profitability by globally standardizing KPIs and automating reporting
- Led a \$3M project for Fortune 500 global consumer goods firm in shaping a data-driven roadmap with C-suite leadership
- Led a \$3M project for a Fortune 500 global real estate firm in delivering a revenue analytics tool, integrating 7 financial and operational source systems to develop a standard profitability view through data transformation, data cleansing, data modeling
- Partnered and managed stakeholders from Finance, Business units, Sales and Marketing, and IT to identify and streamline data sources, and revenue reporting and forecasting process
- Helped clients measure business performance and maximize ROI by delivering recommendations to C-suite leadership on increasing forecasting accuracy to better meet financial targets, and running various what-if scenarios
- Developed repeatable go-to-market solutions by generalizing solutions delivered to various clients and led up-skilling of the team
- Shaped and operationalized future state strategic roadmap for finance organizations in various industries, taking leading practice solution designs in data modeling, predictive modeling, and integrated business intelligence solutions
- Built and manage a highly productive team of 8, providing analytical direction, defining priorities and long-term goals

Data & Analytics Senior Consultant

Oct 2016 – May 2020

- Built statistical and predictive models including volume/revenue forecasting, reporting, and dashboards
- Built data pipeline to help clients pull product/customer analytics and financial KPIs (ROI, Net Profit Margin, Working Capital, Sales Growth Rate), and influenced strategic product-line production decisions
- Partnered with Engineering and IT to ensure sustainable data architecture throughout the integration of various systems

Data & Analytics Staff Consultant

Jan 2015 – Sep 2016

- Collaborated with data engineers to improve data integration between multiple source systems, focusing on data cleansing, data staging, and building data pipelines using the ETL framework and relational databases
- Guided organizational data architecture and data governance decisions, by creating a sustainable data pipeline

Delta Air Lines, Atlanta, GA

Summer 2012, Spring 2013, Fall 2013

Strategy and Operations Co-Op

SKILLS & TOOLS

Tech Stack & Platforms: Python (Pandas, NumPy, Matplotlib, Seaborn, ggplot, Scikit-learn), R, SQL, Tableau, Power BI, Snowflake, AWS, Spark, PySpark, Databricks, Git, Azure, MATLAB, Minitab, NoSQL Datastore (MongoDB, Neo4j), Oracle Financial Data Management (FDM), Oracle Data Integrator

Certification: Lean Green Belt Certificate (2011), SAFe Scrum Master (2019)

PROJECTS

Personalized fashion recommender system ([github](#)), UC Berkeley

Apr 2022

- Used hybrid recommendation algorithm, LightFM (Python Scikit-learn) to predict fashion articles an existing customer would purchase in a 7-day period, leading data cleansing, model building, hypertuning parameters (e.g. loss function, sample train size, learning method), and model evaluation

Experimentation on causal signage impact on cigarette disposal ([github](#)), UC Berkeley

Mar 2022

- Designed and conducted an experiment to measure the causal inference of putting signage near the smoking area, on the number of disposed cigarette butts in four US major cities, using randomized/clustered design and difference-in-difference
- Chosen as a presenter at Women in Data Science Conference, and earned an esteemed 3rd place recognition