WONHA SHIN

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EDUCATION

University of Rochester   **Rochester, New York**
Master of Data Science | GPA 3.57 / 4.0   *Aug. 2023 – Dec. 2024(EGD)*

Pusan National University   **Busan, South Korea**
Bachelor of Arts in International Business and Economics | GPA 3.73 / 4. 0   *Mar. 2011 – Aug. 2018*

PROFESSIONAL EXPERIENCE

VOESH New York   **South Plainfield, New Jersey**
Administrative Accounting Specialist, Admin/Accounting   *Oct. 2018 – Mar. 2023*

● Spearheaded the development of the company's sales analytics framework, conducting advanced statistical analysis on a vast dataset of over 10,000+ clients to forecast trends and predict customer behavior. Utilized Oracle DB for robust data management, generating insightful weekly reports that guided strategic decision-making and drove sales strategies across 60+ in-house and outsourced sales representatives.

● Led the design and implementation of new CRM and ERP systems, focusing on scalability & data integration actively collaborating with cross-functional teams to engineer databases that improved operational efficiency and data quality. Successfully managed the transition, refining the company's dataset by 70%, which enhanced decision-making processes and prepared the organization for future adoption of ML technologies.

EASTERN AMERICAN CDC (Non-Profit Federal Community Bank)   **Englewood, New Jersey**
Credit Analyst Intern, Credit Assessment   *May. 2018 – Oct. 2018*

● Conducted comprehensive analysis and processing of SBA 504 loan and credit applications for over 100 community business owners, meticulously assessing financial information and performing in-depth risk analysis to determine credit risk levels and support informed decision-making and enhancing the bank's financial stability.

● Generated detailed credit reports and assessments proactively contributed to business development efforts, securing three new clients within the first four months of the internship through strategic marketing initiatives.

PROJECTS & INTERESTS

● **Data Mining: Cross-Cultural NLP Analysis of Luxury Hotel Reviews in Europe- LDA Topic Modeling :**
- Led a pioneering NLP project analyzing over 515,000 luxury hotel reviews, leveraging Python and advanced Scikit-learn to uncover intricate customer behavior patterns across diverse global regions. Utilized Latent Dirichlet Allocation (LDA) for topic modeling, integrating deep learning techniques to enhance model accuracy and predictive power.
- Translated sophisticated analytical findings into strategic insights, using visual analytics tools like LDAvis to map topic relationships and guide market positioning, significantly impacting service optimization and marketing strategies.

● **Rstudio Statistical Analysis: Multidimensional Analysis of Video Game Sales and Global Market Trends:**
Directed a comprehensive data analysis project using RStudio, scrutinizing over 16,000 video game titles to extract significant market trends and sales patterns. Implemented advanced statistical methods guiding strategic market analysis

● **ClinicOps: Integrated DBMS Solution**: Engineered a sophisticated DBMS for a clinical setting, developing a high-performance platform with PHP & SQL. Implemented role-specific access and utilized data normalization, ensuring data integrity and efficiency. The project was acclaimed a top project for superior technical prowess of the semester.

● **Tri-States Area Quality of Life Analysis:** Conducted a detailed statistical analysis of quality of life indicators across NY-NJ-CT, employing Tableau for advanced data visualization. Uncovered socio-economic factors affecting crime rates, providing valuable insights for public policy and regional planning.

SKIIS

● Tools & Languages: Scikit-learn, RStudio, Tableau, Oracle, Git, LaTeX, Python, SQL, TensorFlow, Pandas, NumPy
● Machine Learning: Decision Trees, Random Forests, SVM, GBM, Model Validation, NLP