# WONHA SHIN

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## EDUCATION

**University of Rochester**                                                                                          **Rochester, New York**
Master of Data Science  | GPA 3.57 / 4.0                                                                      *Aug. 2023 – Present*

**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*

- Developed and managed the company's sales budget portfolio conducting comprehensive sales analysis for over 1,000+ customers on a monthly basis. Constructed weekly reports using Oracle database, and actively communicated findings and insights with 60+ in-house and outsourced sales representatives to drive sales strategy and performance.
- Designed and implemented new CRM and ERP systems, utilizing technologies such as Oracle Netsuite and ADP for 100+ employees. Collaborated with cross-functional teams to ensure seamless integration with existing workflows. Addressed and resolved ongoing system issues, assessing and refining the whole company's dataset by 70% and switched the overall workforce system successfully.
- Led and managed the accounting team responsible for financial processing. Ensured timely and accurate deliverables through regular feedback and instruction, contributing to the company's financial accuracy and compliance.

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

- Conducted thorough analysis and processing of SBA 504 loan and credit applications for 100+ community business owners, meticulously assessing financial information and conducting multifaceted risk analysis to determine credit risk levels, thereby aiding informed decision-making.
- Generated detailed and comprehensive credit reports and summaries, providing insightful assessments of applicants' financial situations and credit risk levels, contributing to the optimization of risk management practices. Actively participated in industry webinars and community events, successfully securing three new clients within the first four months of my internship through effective marketing strategies.

## PROJECTS

- **Data Mining: Cross-Cultural NLP Analysis of Luxury Hotel Reviews in Europe- LDA Topic Modeling**
- Actively led a comprehensive NLP analysis project examining over 515,000 luxury hotel reviews to interpret complex customer latent patterns across diverse global region, utilizing Python and advanced Scikit-learn ML models (Gensim, LDA, clustering, NMF) expecting significant detailed analysis extracted insights.
- Orchestrated advanced data preprocessing and optimization techniques, along with thorough comparative analyses using R and Tableau expect to contribute to the company's market positioning critical strategic decisions.
- **Rstudio Statistical Analysis: Multidimensional Analysis of Video Game Sales and Global Market Trends**
- Spearheaded an extensive statistical analysis of over 16,000 video game titles using RStudio, uncovering key market trends and regional sales variances, informing strategic marketing and product development decisions.
- Preprocessed large datasets effectively, ensuring data integrity and accuracy in multilevel project purposes. Applied advanced statistical techniques in depth, including descriptive and inferential analysis, hypothesis testing, $\chi^2$ inference, and ANOVA, to identify crucial factors influencing video game success.
- **Data Visualization**: Expertly synthesized complex quality of life indicators for the Tri-State area through Tableau visualizations and insightful analyses using SciPy, revealing key socioeconomic trends and regional interpreta
- **Languages & Programs :** Spark, PyTorch, MS Azure, TensorFlow, Scikitlearn, SQL, PHP, CSS, HTML, JavaScript