

Martin Yim

martin.byim@gmail.com
908 635 4735

Experience

M.Gemi

Data Analyst

New York, NY

December 2017 - Present

- Conducted analysis resulting in identification and removal of a website tool negatively impacting a KPI
- Designed and implemented a new analytics schema and transform layer using Jenkins and dbt
- Wrote various scripts to ingest 3rd-party data, build models/analysis, and recoup \$100,000 of revenue
- Built and maintained reporting and data integrity in Looker as well as inheriting a Flask app
- Simultaneously assisted nascent sister company for six months with BI needs across all functions

Credo Reference

Data Analyst Intern

Boston, MA

January 2017 - May 2017

- Created a visualization illustrating that a critical manual process was flawed
- Refactored a set of scripts parsing and analyzing data, reducing runtime from three days to 12 hours
- Used user stories to design and implement five client-facing dashboards, automating ad-hoc analysis

Analytic Partners

Analyst Intern

New York, NY

May 2016 - July 2016

- Assisted in creating marketing mix time series regression models
- Created visualization showing weather seasonality effects on client outcomes
- Helped create presentations for clients and cleaned/transformed data in Excel

Credo Reference

Business Analyst Intern

Boston, MA

January 2016 - April 2016

- Increased Salesforce database hygiene by creating new fields, workflow rules and triggers
- Summarized product sales data which demonstrated which products were over and underperforming
- Wrote a market research report for the CEO which contributed to the decision to forgo the project

Center for an Urban Future

Research Assistant

New York, NY

May 2015 - August 2015

- Collected raw data for multiple research reports on economic development issues in New York City
- Made memos for the Executive Director, edited research reports, and transcribed interviews

Education

Boston University

B.A. Economics, Minors: Computer Science, Statistical Methods

Boston, MA

Graduated May 2017

Skills

Technical: Python, SQL, Looker, dbt, Excel