MIHWA KIM

DATA SCIENTIST

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CAREER SUMMARY

A motivated, results-focused, and hardworking professional actively studying a Master of Data Analytics. With key capabilities, including team collaboration and data analysis, these are proven skills that can be transferred into an advanced role. The exceptional understanding of requirements and the ability to convert raw data into meaningful words ensures that work practices are completed efficiently and effectively. Embracing a proactive approach can be illustrated by the ability to effectively adapt to ever-changing and complex situations by undertaking investigations and developing solutions.

EDUCATION

Master of Information Technology / University of Technology Sydney / Australia / Feb 2023 – Current
Achieved five High Distinctions and three Distinctions in 2023

Bachelor of Arts/Department: French Language and Literature, Economics, Clothing / Sungshin Women's University / Republic of Korea / Feb 2021
GPA: 3.57/4.50

CERTIFICATIONS

Azure AI Engineering Associate / Microsoft

Fabric Analytics Engineer Associate / Microsoft

TECHNICAL

- Python
- Computer Vision
- Power BI
- MySQL
- Tableau
- Azure Cloud Service
- Microsoft Office Suite

SKILLS

- Data Analysis
- Solutions Creation
- Team Collaboration
- Problem-Solving
- Process Improvement
- Communication
- Operational Efficiency
- Quality Assurance
- Adaptability and Flexibility

INTERNSHIP EXPERIENCE

DATA ANALYST INTERN   *Oct 2023 – Dec 2023*
Lagardère Travel Retail / Sydney, Australia
Core Responsibilities:
- Effectively processed and integrated HR-related data analysis in the optimisation of internal operations
- Promoted data-driven decision-making within the team through the development of internal shared files
- Engaged SELECT queries expertise, extracting specific attributes dependent on conditions from SQL server
- Ensured to accurately understand requirements and delete specific attributes from database tables as necessary
- Created and managed views, including undertaking the updating of logic as required
- Enhanced data analysis through the utilisation of DAX to develop comprehensive measures
- Developed dynamic reports for the comparison of current and rolling 12-month analysis by utilising DATESINPERIOD, Startofmonth, and Endofmonth
- Attained meaningful insights by creating calculations, including totals and averages

Key Achievements:
- Increased data accessibility and comprehension through the utilisation of SQL for data manipulation and Power BI for visualisation, resulting in advanced workflow efficiency

WORK EXPERIENCE

ANALYSIS MARKETER   *Oct 2021 – Apr 2022*
Remake Digital (Advertising Company) / Seoul, Korea
Core Responsibilities:
- Recognised client business objectives and delivered analytical marketing solutions, ranging from data management to strategic promotional planning

Key Achievements:
- Achieved a contract renewal through the elevation of a financial app's key performance indicator, "reward savings participation"
- Utilising only half of the allocated budget, achieved 100 sample distributions over two days, exceeding the promotional goal for a pet food brand
- Obtained a double conversion rate on Instagram compared to Facebook by developing and implementing new marketing materials
- Provided outstanding campaign management ensuring the achievement of advanced results, leading to client retention through the ongoing collaboration with a vendor

RELEVANT COURSEWORK AND ACTIVITIES

PEER TUTORING
- Provided assistance and shared expertise to students needing to advance their experience within the fundamentals of software development

DEEP LEARNING AND CONVOLUTIONAL NEURAL NETWORK
Project – Counting People Application by Using Object Detection Framework (Faster R-CNN and Yolo family)
- Utilised traditional machine learning techniques to compare the latest trends in Deep Learning Strategies
- Undertook real image classification projects by building, training, and testing basic Convolutional Neural Networks
- Explored state-of-the-art techniques and applications through the utilisation of Deep Learning software tools
- Utilised Deep CNN-based techniques to create and train customised object detection systems
- Developed a GUI using the Streamlit framework to allow users to take full advantage of the software.
- Understood real-world computer vision problems and collaborated in the development of the analysis, design, and implementation of solutions

DATA VISUALISATION AND VISUAL ANALYTICS
Project – Analysis of Australian International Trade Datasets using Excel Power Query and Tableau
- Analysed Australian International Trade datasets to uncover statistical and analytical patterns
- Created interactive dashboards and storyboards to present data insights and trends
- Utilised Excel Power Query for data extraction and transformation
- Applied advanced data visualisation techniques in Tableau

NATURAL LANGUAGE PROCESSING
Project – Sentiment Analysis for Financial Report Using Learned Skills
- Gained capacity to conduct NLP research and develop NLP projects
- Identified NLP applications within business and social contexts
- Understood the variety of NLP methods and algorithms, including NER, Summarization, Topic Modeling, sentiment analysis and BERT and how they may be applied in different business situations, and explained the range of advantages and disadvantages
- Recognised real-world NLP issues and designed and implemented solutions

SOCIAL AND INFORMATION NETWORK ANALYSIS
Project – Movie Recommendation System Using GNN and Collaborative Filtering (Comparative Analysis)
- Utilised important metrics and models to characterise networks and engaged in understanding of basic concepts in social and information networks
- Visualised real-life network data through the utilisation of software tools and understood the behaviour of social and information networks

FUNDAMENTALS OF DATA ANALYTICS
- Understood and described data mining problems
- Undertook data preprocessing and transformation, including the handling of missing values and outliers, binning, normalisation, and discretisation, and the creation of domain-specific and interaction features
- Conducted classifier model performance comparisons through the utilisation of Logistic Regression, Random Forest, Gradient Boosting, Decision Tree, K-Nearest Neighbours, and SVM

REFERENCES

#1:
Name: Dr.Nabin Sharma
Title: Associate Professor, Co-Director, Intelligent Drone Lab
Organization: University of Technology, Sydney
Email Address: Nabin.Sharma@uts.edu.au
Nabin was my subject coordinator in 2024 when I studied deep learning and convolutional networks. I worked closely with him to gain perspective on my assignments.

#2:
Name: Nicholas Liang
Title: Data Scientist
Organization: Lagardère Travel Retail
Email Address: n.liang@lagardereawpl.com
Phone: 0416 661 363
Nicholas was my colleague at Lagardère Travel Retail during the 2023 Data Analyst Internship. I processed and integrated HR data from the SQL server to PowerBI.