

# Minjae Lee

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## EDUCATION

### Yeshiva University, Katz School of Science and Health, New York, NY

Aug 2025

Master of Science in Data Analytics and Visualization

*Relevant coursework:* Python, Tableau, SQL, Data Management, Data Analytics, Data Storytelling, Machine Learning, Data Science

### Baruch College, Zicklin School of Business, New York, NY

Jan 2020

BBA in Statistics and Quantitative Modeling, Mathematics

## PROFESSIONAL EXPERIENCE

### Jems New York - Englewood, NJ

May 2024 - Aug 2024

Data Scientist Intern

- Conducted deep-dive analyses on customer behavior data, identifying key trends that informed a new customer loyalty program, increasing retention rates by 16%.
- Implemented machine learning techniques to analyze customer behavior, increasing retention rates by 18% and boosting client engagement by 12%.
- Engineered a natural language processing pipeline to parse and analyze user feedback, increasing the accuracy of sentiment analysis by 9% and helping prioritize product updates.

### Jems New York - Englewood, NJ

May 2023 - Aug 2024

Data Analyst Intern

- Assisted in developing data visualization dashboards using Tableau, which helped track and improve department KPIs, boosting overall departmental performance by 22%.
- Collaborated with the marketing team to segment customer data, which led to a 15% increase in targeted campaign effectiveness.
- Collaborated with IT teams to enhance data integrity before analysis, which improved the accuracy of business intelligence reports by 30%.

### AthomeTrip - New York, NY

Jan 2021 - Jan 2023

Data Analyst

- Utilized SQL and Python to create comprehensive business reports, aiding strategic decision-making and improving revenue by 11%.
- Developed a customer segmentation algorithm in Python, optimizing sales leads by 17% within a year.
- Collaborated with leadership teams to review and update marketing, sales, finance and project management KPIs, leading to a 5% increase in customer retention.

### Pathfinder.vet - New York, NY

May 2019 - Aug 2019

Data Analyst Intern

- Empowered the team by designing and implementing A/B testing for marketing processes, resulting in a 19% improvement in the conversion rate and a significant 16% reduction in churn.
- Collaborated with senior analysts to clean and preprocess raw data, improving dataset quality and reducing data processing errors by 25%.
- Leveraged data analysis of email campaign data to identify opportunities and skillfully implemented targeted email marketing strategies, boosting email click-through rates by 20%.

## PROJECTS

### Data Engineering of Public Safety

Sep 2023 - Dec 2023

- Engineered a robust data pipeline to process NYC traffic violation data, employing AWS services for scalable data ingestion, transformation, and analysis, driving actionable insights on public safety.
- Developed and optimized data workflows within a team, ensuring efficient data extraction, loading, and transformation processes, which enabled detailed traffic trend analysis and strategic decision-making.

### Sentiment Data Analysis of Amazon's Decaying Product

Jan 2023 - May 2023

- Processed data from 12,101 unique ASINs and performing exploratory data analysis on 4,242 products available in 2021.
- Identified the top 10 products with the highest drop in ratings within each category, resulting in actionable insights for product improvement and a measurable decrease in customer sentiment scores by an average of 0.5 points.

### Data Analysis - Top Streaming

May 2020 - Sep 2020

- Conducted data analysis on 27K movies and television programs across five major companies: Amazon Prime, Disney Plus, HBO Max, Hulu and Netflix, delivering influential recommendations for top streaming options and helping users make informed decisions.

## SKILLS

Languages: Python, R, Spark

Databases: MySQL, PostgreSQL, Snowflake, Amazon Redshift

Framework: Numpy, Pandas, Scipy, Sklearn, Seaborn, PyTorch, TensorFlow, Selenium, Scrapy, BeautifulSoup

Tools: AWS, Tableau, Power BI, Google Analytics, Docker, Apache Airflow, Git, Looker

Methodology: A/B Testing, Data Analytics, Data Visualization, Business Intelligence, Data Modeling

Statistical Tools: Linear Regression, Ridge/LASSO/regularization, Logistic Regression, Random Forest, K-means, Naïve Bayes, Gradient Boosting, Support Vector Machines, Principal Component Analysis, Time Series Analysis