

Minjae Lee

Fort Lee, New Jersey 07024 • minjae.lee.jay@gmail.com • 646)457-1844 • [Linkedin](#) • [Github](#)

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