



HYE-YOUNG LEE DATA ANALYST

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SUMMARY

As a data analyst, I redefine and materialize problems. Working as an analyst for the marketing team as well as the data team, I've developed my skills to analyze data in business context by collaborating with non-tech teams, and to make data products that can be adopted in practice.

In the future, I'd like to be recognized as the analyst who materializes problems with understanding business context and solves them in the right way.

UTILIZATION

- R, Python
- PostgreSQL, MySQL (SQLD certificate)
- Tableau
- Git

EDUCATION

Korea University, Master's in Applied Statistics (Survival Analysis lab), 03/2018 - 02/2020

- **Subject of Research:** Causal inference, Estimation of treatment effect with right-censored data
- **Master Thesis:** [Thesis-Master-Link](#) (Title: Double-robust Estimator for Differences in Restricted Mean Survival Time in Observational Studies: using pseudo-observations)
- **Other studies:** [Thesis-Link](#) (Title: Sleep duration and mortality in Korean adults: a population-based prospective cohort study)
- **Other activities:** TA of Multivariate Analysis (Dpt. Applied Statistics)

Ewha Womans' University, Bachelor's in Business, English Lit., 03/2012 - 02/2016

Hangaram High School, 03/2009 - 02/2012

WORK EXPERIENCE

Data Analyst, 08/2020 - Present

Market Kurly (E-commerce company)

Data Product team (Dpt. Advanced Analytics), User Acquisition & Retention team (Dpt. MKT)

- **Experimenting with A/B Tests**
 - Make hypotheses and plan A/B tests to improve the efficiency of app push messages
 - Analyze the tests' result, and create a Tableau dashboard (App Push Performance Dashboard)
- **Modeling for estimating customers' value**
 - Predicted the customers' *organic* purchase status by adopting xgboost model to replace the old customer segmentation (recency-based method).
(*organic* purchase: purchase made without having received any benefit coupon)
 - Demonstrated the superiority of the new segmentation method in cost efficiency which is about 16%, by planning and conducting A/B tests

- **Monitoring marketing performance**
 - Produce and manage key indices related to sales and customers (retention, B/S, purchase rate, etc.), which are applied to decision making process (e.g., Benefit coupon planning to boost sales and cohort retention)
 - Update customers/sales dashboards to monitor and report key performance indices
 - **Managing data**
 - Manage all tables in the marketing schema in DW (AWS Redshift) to facilitate marketing-side analyses and assure the data quality
 - Create master tables to enable (de)targeting push target population (e.g., target a specific customer segment, de-target cherry pickers)
 - **Ad-hoc analyses**
 - Conduct requested analysis on irregular marketing events such as a causal inference with observational data. (e.g., analysis on the contribution margin between the customers *who purchase Purple Box* and *those who do not*)
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Data Analyst (Internship), 08/2019 - 09/2019

[KCB Credit Rating Agency](#)

Analysis and Consulting team

- **Deriving insights from data (EDA)**
 - Explored the data of customers and their accounts, and derived insights about potential customers to strengthen the competitiveness of Internet banks (Report title: Analysis on the Characteristics of the Internet Banks' Potential Customers, Focusing on the Entry into the Mortgage Market)
- **Modeling for predict the customers' credit default**
 - Participated in the whole process of the predictive modeling from data cleansing to model performance optimization
 - Contributed to enhancing the model stability from (PSI: from 0.02 to 0.004) by figuring out and adopting stacking ensemble model