Soomin Park

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Competency Summary

◉ **Data Analysis & Business Impact**
  : Transform complex datasets into actionable business insights
  : Design and support A/B testing strategies (contributed to 112% conversion rate improvement)
  : Expertise in customer behavior analysis and segmentation

◉ **Technical Expertise**
  : Advanced SQL: Complex data extraction and analysis
  : Tools: Snowflake, BigQuery, Google Analytics, Power BI, Looker Studio
  : Machine Learning: Customer segmentation, Anomaly detection

◉ **Data Infrastructure**
  : Developed tailored data architecture to meet local analytical requirements
  : Built and maintained local datamart in a cloud data warehouse environment
  : Automated ETL process design and optimization

◉ **Strategic Communication & Collaboration**
  : Bridge technical analysis and business strategy across departments
  : Lead cross-functional projects with Marketing, Product, Supply Chain Management and Operations teams

◉ **Professional Development**
  : Continuous learning in data analytics and Ecommerce domain
  : Quick adoption of emerging analytical tools and methodologies
  : Strong focus on staying current with industry best practices

Work Experiences

Data Scientist, B2C Ecommerce, Nestlé Nespresso Korea (2023.01 – Present)

Key Responsibilities

❖ **Data Infrastructure & Analytics**
  - Manage GCP and Snowflake-based data infrastructure for local business needs
  - Design and maintain automated ETL processes and data validation frameworks
  - Lead end-to-end analytics process from data extraction to insight delivery
  - Ensure data quality and maintain automated ETL processes

❖ **Business Intelligence & Reporting**
  - Develop integrated dashboards (Looker Studio, Power BI) for multiple business units
  - Conduct complex SQL analysis combining Google Analytics and sales data
  - Support data-driven decision-making across departments
  - Design and support A/B testing strategies

❖ **Driving Growth Culture & Organizational Data Literacy**
  - Lead Cross-functional Collaboration & Analytics Training Initiatives
  - Lead data literacy initiatives through training sessions and monthly newsletters
  - Translate complex analytics into actionable business recommendations

Key Projects

❖ **Machine Refund(Payback) Customer Segmentation Analysis (Oct 2023 - Dec 2023)**
  ● **Business Challenge:** Need to optimize marketing strategy for machine refund program
  ● **Solution Delivered:**
    ○ Created a new customer segmentation framework from Machine purchase perspective
      - Existing | New | Prospect
    ○ Developed SQL queries to automatically track and categorize customers
  ● **Measurable Impact:**
    ○ Framework adopted as official KPI across all B2C channels
    ○ Established as a core metric in C-level weekly/monthly reporting
    ○ Enabled targeted marketing approaches for each segment

❖ **Customer Sentiment & Voice Analysis Project (Jan 2024 - Feb 2024)**
  ● **Business Challenge:** Need to understand customer preferences and language patterns at a deeper level
  ● **Solution Delivered:**
    ○ Applied NLP techniques to analyze customer reviews
    ○ Uncovered unique customer expressions:
      - Product descriptions (e.g., "육각형 커피" for distinctively balanced flavor)
      - Emotional connections (e.g., "사랑하는 사람과 함께하고 싶은 커피")
    ○ Mapped coffee preference patterns to customer personas
  ● **Measurable Impact:**
    ○ Developed targeted communications based on identified customer expressions
    ○ Created more relatable brand communication using customer's natural language

❖ **Integrated Business Analytics Project for Summer 2024 Campaign (Jan 2024 - Apr 2024, Sep 2024)**
  ● **Business Challenge:** Need for integrated analytics to optimize 2024 Summer campaign by combining historical sales performance and customer behavior data
  ● **Solution Delivered:**
    ○ Developed unified analytics framework integrating :
      - Sales metrics | Campaign performance | Customer behavior data
    ○ Implemented end-to-end analysis process combining :
      - Historical trend analysis | Real-time customer behavior monitoring | A/B testing optimization
  ● **Measurable Impact:**
    ○ Influenced 2024 Summer campaign strategy based on 2-year historical data analysis
    ○ Successfully implemented A/B test for Limited Edition product during 2024 Pre-Summer campaign
      - Achieved 112% increase in opt-in completion rate compared to the original version
      - Results led to permanent feature implementation

❖ **New Customer Machine Purchase Journey Analysis & Optimization (Jun 2024 -Dec 2024)**
  ● **Business Challenge:** Optimize the new customer journey by identifying and addressing key pain points, enhancing conversion rates, and improving the overall purchase experience on the website
  ● **Solution Delivered:**
    ○ Session Drop-off & Return Analysis:
      - Tracked drop-off customers to understand whether they returned to complete their purchase

or permanently exited the journey.
- Identified behavioral patterns among returning users to optimize re-engagement strategies.
  - ○ Journey Resource Metrics & Customer Segmentation:
    - Defined critical metrics for journey completion (session time, number of pages visited, etc).
    - Segmented journeys based on effort required, enabling identification of friction-heavy paths.
  - ○ Targeted Re-engagement Actions:
    - Designed interventions for drop-off customers likely to return, including personalized follow-ups and dynamic messaging.
  - ○ Bounce Point Discovery & Resolution:
    - Mapped critical bouncing points in the purchase funnel.
    - Conducted comparative analysis of permanently lost users versus returning users to uncover actionable opportunities to reduce drop-offs and enhance journey continuity.

- **Measurable Impact**

  - ○ Created a data-driven customer journey map (Aware | Interest | Consider | Purchase | Post Purchase) with insights into key friction points and return behaviors.
  - ○ Enabling proactive identification of at-risk customers and tailoring strategies to reduce drop-offs.
  - ○ Optimizing customer conversion by refining journey clarity and communication at each touchpoint.

❖ **eCommerce Customer Value & Lifecycle Analysis by Platform Preference (Nov 2024-Present)**
  - **Business Challenge :** Evaluate customer value across web and app platforms to identify behavioral patterns, improve retention, and develop strategies for optimizing platform usage and transitions.

  - **Solution Delivered:**
    - ○ Platform-Specific Insights:
      - Analyzed distinct customer behaviors on web (higher order value, short-term engagement) and app (higher retention, lower order value).
      - Identified key factors influencing customer loyalty and purchasing habits for each platform.
    - ○ Customer Value Segmentation:
      - Segmented customers by platform usage and lifecycle value, uncovering optimal transition points to improve long-term retention.
      - Highlighted the superior LTV of hybrid and app-focused customers.
    - ○ Strategic Recommendations:
      - Suggested targeted strategies to guide web-preferred customers towards app adoption
      - Identified timing and messaging for effective CRM interventions based on platform behaviors.
  - **Measurable Impact (In Progress):**
    - ○ Enhanced understanding of platform-specific customer dynamics.
    - ○ Provided a data-driven foundation for CRM strategies aimed at maximizing LTV through platform optimization.

Data Scientist, Research Center, PurrSong (2021.06 - 2022.12)

Key Responsibilities & Projects

❖ **Data Infrastructure & Analytics**
  - Built automated data processing pipelines
  - Developed marketing insight dashboards using Tableau
  - Established data-driven pet behavior analysis framework

❖ **Technical Leadership & Collaboration**
  - Led end-to-end machine learning development projects from conception to deployment
  - Worked closely with research and development teams
  - Supported product decisions with data-driven insights

❖ **Major Projects**
  ● **A.I. Doolittle: Pet Health Anomaly Detection Project**
    ○ Developed ML model for analyzing companion animal behavior via IOT sensor data
    ○ Created behavior pattern labeling framework
    ○ Successfully delivered initial system prototype
  ● **Pet Identity Recognition Research Project**
    ○ Achieved 85% improvement in pet facial recognition accuracy through computer vision
    ○ Conducted comprehensive research on pet identification technology

AI Researcher, Research Center, WiseITECH (2019.12 - 2021.05)

Key Responsibilities & Projects

❖ **Data Analytics & AI Engineering**
  - Designed deep learning models for time-series analysis
  - Established performance monitoring frameworks

❖ **Technical Leadership**
  - Participated in end-to-end machine learning development project
  - Contributed to research proposal development and project planning

❖ **Major Projects**
  ● **Rotating Machine Anomaly Detection System**
    ○ Developed vibration signal analysis model using 1D CNN and LSTM autoencoder
    ○ Implemented near real-time data processing and alert system
    ○ Achieved 93% accuracy and successful commercialization
  ● **R&D Project Proposal & Management**
    ○ Authored technical proposals for data analysis and AI solutions
    ○ Designed software development roadmap and milestones
    ○ Secured 1B KRW funding through 3 successful government project proposals

Education

The Cyber University of Korea | Seoul, Korea
- B.A. in Computer Science (2020.03 - 2022.12)

Mount Holyoke College | South Hadley, MA, USA
- Studied in Biochemistry and Computer Science (2015.09 - 2019.05)
- Completed 3 years of coursework before transferring due to personal circumstances.

Skills

Expert:
- SQL & Database Management (ETL, query optimization, data pipeline)
- Python (LinkedIn: Top 5% of 3.8M)
- Machine Learning (LinkedIn: Top 5% of 1.3M)
- English (Fluent, Studied in the U.S. for 7 years - high school and college)

Proficient:
- Cloud & Data Warehouse: GCP, Snowflake
- Analytics: Google Analytics, Adobe Marketing Solutions, Power BI
- Programming & Analysis: R, Advanced MS Office Suite

Soft Skills:
- Analytical thinking & problem-solving
- Data storytelling & communication
- Project execution & delivery
- Stakeholder management
- Innovation & goal orientation
- Business-data translation