Richard Lim

201-820-8219 | richardlim7100@gmail.com | Web Portfolio | Waldwick, NJ

Education

Villanova University May 2024
B.S. in Statistics; Minor in Mathematics | Cum Laude

Experience

Accelerate360 – a360Media **New York, NY**
Data Analyst June 2024 - Present

- **Managed the monthly financial reporting for a360Media's** Programmatic Advertising, Affiliate Commerce, and Syndication revenue lines.
    - Regularly prepared accruals and individual billing reports for over 80+ partners in Excel using Power Queries, VLOOKUP, and other formulas.
    - Automated billing process for 50+ partners by using Python to analyze partner revenue.
    - Provided ad-hoc support for Finance department's upper management with digital-related revenue inquiries.
- **Maintained and improved multiple digital dashboards** in Looker and Looker Studio to provide daily and weekly insights for upper management.
    - Used Python, Excel, and other tools to routinely collect and consolidate data from multiple sources, including client API's, Google Analytics/GA4, Google Ad Manager, and supply side platforms for over 80+ partners.
    - Monitored various revenue and traffic related KPIs for Us Weekly and other a360Media publications.

Villanova Baseball **Villanova, PA**
Data Analyst February 2022 - May 2024

- **Improved team record from 3-13-1 to 16-16** by crafting comprehensive scouting reports with data analyses that highlighted opposing teams' pitching and hitting tendencies with attention to detail.
    - Analyzed opponents' data leveraging R and Baseball dashboard. Collaborated with fellow analysts to convey insights.
- **Presented data-driven analyses to coaches**, effectively using written and verbal communication skills. Collaborated with the coaching staff to develop strategies and developmental plans based on analyses for player improvement.

Colorado Summer Institute in Biostatistics **Denver, CO**
Fellow June 2022 - August 2022

- **Engineered a random forest model with an out-of-bag error rate of 3.87**, utilizing random forest machine learning on a big data set to identify predictors of obesity in American youth.
- **Organized an engaging presentation for a non-technical audience**, employing data wrangling and visualization techniques. Developed visuals of geospatial distribution, decision trees, and partial dependence plots.
- **Attained top 5 placement in a collaborative 6-hour hackathon** by implementing machine learning models, including random forest and linear regression, to predict intubation duration. Delivered analysis to a panel of judges.

Projects

Predicting Survival of Passengers on the Titanic | Python / Kaggle

- Performed exploratory data analysis, feature engineering, scaling, and created custom transformers and pipeline on Titanic data set to create a model that predicts passenger survivability.
- Trained a Random Forest model and used hyperparameter tuning to find best model: model was given a score of 83%.

Breast Cancer Classification using Neural Networks | Python / Kaggle

- Constructed a neural network model architecture using Keras Sequential API, optimizing it with Adam optimizer and sparse categorical cross-entropy loss.
- Trained the model with training data and evaluated its accuracy on test data, achieving an accuracy of 96%.

Skills

Technical: Python (Matplotlib, Seaborn, Sklearn, NumPy, Pandas), R, SQL, Java, HTML
Analysis Techniques: Neural Networks, Logistic Regressions, Decision Trees, Random Forests, Hypothesis Testing
Tools: Tableau, R Markdown, Jupyter Notebook, PyCharm, RStudio, VSCode, Excel (Power Query, V-Look Up, Pivot Tables)
Languages: Fluent in English and Korean, proficient in Spanish