Richard Lim

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

Education

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

Experience

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

- **Managed the monthly financial reporting for a360Media**'s Programmatic Advertising, Affiliate Commerce, and Syndication revenue lines.
    - Regularly prepared comprehensive reports using Excel, including Pivot Tables, Power Query, V-Lookups, and formulas to manipulate and present revenue data to higher management and finance team.
    - Automated billing process for 50+ partners by using Python, reducing workload and improving scalability.
- **Created interactive dashboards using Looker Studio** to derive comprehensive insights and monitor KPIs related to website traffic, Programmatic Advertising, Affiliate Marketing, and Syndication revenue lines.
    - **Utilized Python, Excel, and other tools to routinely collect and consolidate data** from multiple sources, including Google Analytics/GA4, Google Ad Manager, and supply side platforms for over 80+ partners.
    - **Prepared comprehensive reports for higher management and finance department** utilizing Excel to manipulate and present data effectively.

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 custom Baseball dashboards. Collaborated with fellow analysts to present insights.
- **Presented data-driven analyses to coaches**, combining strong verbal and written communication skills with data visualizations to drive team strategies.

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

- Conducted exploratory data analysis, feature engineering, and scaling to create a **data pipeline** for predicting survivability.
- Trained a Random Forest model with hyperparameter tuning, achieving an accuracy score of 83%.

Breast Cancer Classification using Neural Networks | Python / Kaggle

- Developed a **neural network** architecture using **Keras Sequential API**, optimizing it with Adam optimizer and sparse categorical cross-entropy loss.
- Trained and tested the model, achieving an accuracy of 96%.

Skills

Programming: Python (Matplotlib, Seaborn, Sklearn, NumPy, Pandas), R, SQL, Java, HTML
Analytics & Modeling: Neural Networks, Logistic Regressions, Decision Trees, Random Forests, Hypothesis Testing
Tools: Tableau, Jupyter Notebook, PyCharm, RStudio, VSCode, Excel (Power Query, V-Look Up, Pivot Tables)
Languages: English (Fluent), Korean (Fluent), Spanish (Proficient)