

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

Accelerate 360 – 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.

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