https://denggyi.com

12/2025

08/2024

GPA: 3.8/4.0

La Jolla, CA (480) 796-8990 parkyoonjeong9@gmail.com

EDUCATION

Master of Science in Business Analytics, Rady School of Management

University of California, San Diego, CA

Rady Incoming Scholarship MSBA

Bachelor of Science in Business Data Analytics, W.P. Carey

Arizona State University, Tempe, Arizona, United States

GPA: 4.0/4.0(Summa Cum Laude)

• New American University – Transfer University Award (Scholarship), Dean's List for 5 semesters

EXPERIENCE

Venture Fellow – Channel Robotics, University of California San Diego

03/2025 - Present

- Perform data-driven market analyses (TAM, SAM, SOM) for GI endoscopic applications, identifying high-density clusters of GI specialists across U.S. hospitals, rural clinics, and surgical centers to inform targeted resource allocation
- Work with CTO (Professor Michael Yip) and a practicing physician to turn market-wide facility data into a sourcing roadmap that targets the highest value GI hubs for endoscopic devices

Data Engineer (Capstone Project), SDVerse, San Diego, CA

03/2025 - Present

- Develop an AI-powered pipeline that extracts key information from diverse product specification documents and automatically populates CSV templates, utilizing prompt engineering and LLM to improve data quality and minimize manual effort
- Analyze existing product listings to identify information gaps, creating a mapping of 100+ key attributes to enhance completeness and consistency across the marketplace
- Serve as team organizer for a group of four, coordinating tasks, managing client communication, and ensuring timely project execution and deliverables

SQL Index Assignment Development, W.P. Carey

08/2023 - 04/2024

- Collaborated with Professor Kumar Sirugudi to design an advanced SQL indexing assignment for a database course, delivering a teaching resource now adopted by subsequent course instructors
- Scaled the dataset from a small prototype to over 1 million records, validating data integrity and distribution via exploratory data analysis in Power BI to ensure minimal skew and confirm proper relational structures
- Achieved a 40% reduction in query execution times through advanced indexing strategies

Finance Intern, Light Prism, Tempe, AZ

09/2022 - 03/2023

- Conducted comprehensive market research on over 10 VR and gaming industry business models; collaborated with the marketing team to develop customer profiles, successfully identifying three potential target markets for the VR educational product
- Co-developed detailed financial models and revenue projections in Excel for the upcoming VR educational project
- Researched and evaluated banking options for startups; facilitated the setup of business accounts and acquisition of credit cards, improving financial management efficiency in the startup environment

PROJECTS

ETL Development with Snowflake and Python, SQL/ETL, Rady School of Management

08/2024

- Teamed up with four, processed and integrated over 50K+ data entries from multiple sources into Snowflake
- Reduced manual data loading time by automating the ETL pipeline, improving efficiency in data extraction, transformation, and loading

Airbnb Listing Analysis, Enterprise Analytics, W.P. Carey

07/2024 - 08/2024

- Conducted exploratory data analysis using visualization to uncover trends utilizing Power BI that drive successful listing using 11K+ datasets
- Developed and implemented machine learning models (Random Forest, Linear Regression) to identify key factors influencing review scores, improving prediction accuracy with a Mean Squared Error (MSE) reduction of 40%

SPECIALIZED SKILLS

- Computer Skills: SSMS (SQL Server Management Service), MySQL, Python, Tableau, Power BI
- Technical Skills: Microsoft Office Suite (Word, Excel, PowerPoint), Windows, Mac, Linux/Unix
- Soft-Skills: Communication, Project Management, Teamwork, Leadership, perseverance

PROFESSIONAL AFFILIATIONS & LEADERSHIP

• Treasurer: Computer Vision Club at ASU, Arizona State University

- 08/2022 08/2023
- Volunteer: Feed My Starving Children, Circle K International, Manager/Translator in Hyundai Mobis CES 2023, 2024
- Project Manager: CIS235 class project

01/2023 - 05/2022