

# Minseok Oh

Cupertino, CA | 408-334-5898 | [ohmseok0524@gmail.com](mailto:ohmseok0524@gmail.com) | [Portfolio](#) | [LinkedIn](#)

- Led strategic product analytics initiatives to optimize user behavior insights and drive retention strategies
- Designed and deployed robust A/B tests to quantify feature impact and enhance business & product strategy
- MS in Information Systems(AI/ML) candidate at Santa Clara University (Expected June 2025)
- 10 years experience at ORACLE & LG, specializing in recommendations, segmentation, churn, and fault detection

## WORK EXPERIENCE

**FOLLOZE** | San Mateo, CA

Jan. 2024 – June. 2024

### Data Science Intern

- **Enhanced sales forecasting** and customer acquisition strategies by developing a **hybrid XGBoost ensemble model** tailored to company size variations, leveraging key financial and demographic features with **SMOTE**, and achieving high **recall** and **F-beta** scores
- Developed interactive Tableau dashboards to monitor high-impact features, ensuring interpretability and data-driven decision-making
- **Skills:** Classification, Ensemble, Sampling, Web crawl, NLP, ETL, Tableau

**ORACLE** | Seoul, South Korea

May. 2019 – July. 2023

### Principal Consultant(L5) - AI/ML & Data platform

- Increased **monthly revenue by \$50K** with a **4.5% sales boost** through A/B testing by developing a store-specific product recommendation system for offline retail. Implemented Matrix Factorization with re-ranking, enhanced efficiency with **FAISS** for fast similarity search, and applied a **Bloom filter** to exclude sold items.
- Reported **weekly predictions** by developing a customer churn model, prioritizing **churn probability** over user lifetime estimation. Applied **advanced feature engineering** to capture underlying patterns, adding 20+ high-impact features through derived features, arithmetic interactions, and statistical transformations.
- Streamlined regional inventory and production scheduling by enhancing demand **forecasting accuracy by 30%** for a \$300M product line through **advanced time series modeling**, incorporating **seasonal decomposition**, trend analysis, autocorrelation, and **differencing**.
- Designed and optimized **scalable BI solutions** by developing data models, data warehouses, and ETL pipelines
- **Skills:** Recommendation systems, Time-series analysis, Demand forecasting, Churn predictions, ETL, Data modeling, Data warehousing, Cloud computing, Experimental design, A/B testing, Visualization.

**LG Display** | Seoul, South Korea

Jan. 2013 – May. 2019

### Data Scientist

- Implemented and hyperparameter tuned ElasticNet to generate daily news sentiment reports processing **over 400 daily articles** through an **automated web scraping** pipeline enabling proactive risk management
- Developed a **fault detection system** that reduced **downtime by 20%** and the **annual defect rate by 0.1%**, enabling real-time machine condition monitoring

## PROJECTS

**Data Research Lab, KAIST** | South Korea

Sep. 2016 – Jan. 2019

### Data Scientist/Analyst (Product/Marketing analytics projects with startup companies)

- **Optimized budget allocation** by analyzing **CTR** and **CVR** across ad channels, validating impact through **A/B testing** and statistical analysis, leading to a **refined marketing strategy** and a **12% increase in CTR**.
- **Refined lecture content and ad strategy** by analyzing **survey insights and purchase data**, validating impact through **A/B testing**, leading to higher engagement and **3.4% increase in CVR**.
- Increased **CTR by 20% and CVR by 4.6%** through a **re-ranking Matrix Factorization** model, applying **negative sampling** to handle implicit feedback, leveraging **FAISS** for fast retrieval and **Bloom Filter** for efficient filtering.
- Lead the funnel analysis project to decrease **cart abandonment rates by 8%**, including launching **A/B tests** and implementing **promotion banners and offers**.

- **Skill:** Experimental design, A/B testing, Statistical analysis, Product analytics, Marketing analytics, Recommendation systems

**Santa Clara University** | Santa Clara, CA

Sep. 2023 – June. 2025

- **Financial QA & Sentiment Analysis chatbot**
  - Built a **financial news analysis chatbot** with a Streamlit UI, integrating **fine-tuned QA** (Phi-2) and **sentiment analysis** (RoBERTa) models to provide actionable financial insights
- **Movie recommendation engine with GraphSage model and similarity search**
  - Engineered movie recommendation engine leveraging graph neural networks (GraphSage) and efficient similarity search (Annoy)

## SKILLS

**Programming Language**| Python, SQL      **Visualization**| Tableau, PowerBI, Matplotlib, Seaborn  
**Data Science & Analytics**| Statistical Analysis, A/B Testing, Experimental Design  
**Machine Learning & AI**| Recommendation Systems, NLP, Time Series Forecasting, Deep Learning  
**Data Engineering**| Data Pipelines, Data Modeling, Data Warehousing, Spark, Web Crawling, ETL  
**Cloud & Infrastructure**| Oracle Cloud (OCI), AWS, GCP, Snowflake

## EDUCATION

**Santa Clara University** / Santa Clara, CA      June. 2025  
 MS in Information Systems

**KAIST (Korea Advanced Institute of Science Technology)** / Seoul, South Korea      Feb. 2019  
 MS in Information Management

**Dongguk University** / Seoul, South Korea      Feb. 2013  
 BS in Electronic Engineering

## Publication

**Research at KAIST** (Advisor: Jaehyeon An)      2019  
 Expected Values on the Continuous Intention to Use IoT Products from the Perspective of Expectation-Confirmation Theory \*Published in the Journal of the Korean Operations Research and Management Science Society  
 - PLS-SEM and Bootstrap analysis were used to validate relationships and evaluate model significance.  
 - Tailored business strategies are needed based on income, household size, and region

## Certificates

Oracle Cloud Platform Enterprise Analytics Professional  
 Oracle Autonomous Database Cloud Specialist  
 Oracle Cloud Infrastructure Architect Professional  
 Oracle Cloud Infrastructure Foundation Associate  
 Oracle Cloud Infrastructure Architect Associate