

Minseok Oh

Cupertino, CA | 408-334-5898 | 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, Databricks

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