

SEONKYU KIM

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PROFILE

- M.S. in Business Analytics and Information Management student with two years of experience in AI and consulting, seeking Data Scientist position to leverage expertise in Python, AWS, SAS, SQL, and Tableau
- INFORMS Associate Certified Analytics Professional (aCAP)
- Certification: Microsoft Certified Azure Fundamentals, AWS Certified Cloud Practitioner

EDUCATION

Purdue University, Daniels School of Business **West Lafayette, IN**
Master of Science in Business Analytics and Information Management **August 2024**

- Created centralized database management system for eco-transportation company.
- Analyzed property churn of Airbnb in Washington with Random Forest model.
- Forecasted Walmart sales with 5-year sales, price, and holiday time series data using Neural network models.

Korea University, College of Political Science and Economics **Seoul, Republic of Korea**
Bachelor of Economics & Bachelor of Financial Engineering **August 2020**

PROFESSIONAL EXPERIENCE

Tourism Economics **West Lafayette, IN**
Data Science Intern **May 2024 – July 2024**

- Conducted A/B testing and developed regression models to estimate the impact of marketing campaigns on visitor numbers in Phoenix.
- Analyzed geolocation and mobile device data to identify incremental visitors and assess marketing effectiveness.
- Created visualizations to illustrate the performance of different marketing campaigns and vendors.

Undisclosed Healthcare Analytics Firm **West Lafayette, IN**
Data Science Intern **January 2024 – April 2024**

- Led team of five to generate synthetic healthcare data using CTGAN, Gaussian Copula, and Copula GAN, adding Laplace noise to balance data utility with patient privacy.
- Achieved ROC AUC of 0.528 and privacy level (epsilon) of 0.7 on predictive model with CTGAN.
- Presented project poster at 2024 INFORMS Analytics Conference.

Korean Federation of Community Credit Cooperatives **Seoul, Republic of Korea**
Associate Consultant, MG Management Consulting Division **December 2020 – January 2023**

- Evaluated financial institutions with five management indicators—capital adequacy, asset quality, earnings, liquidity, and sensitivity to market risk; and operated early warning system for fund surplus and loan receivable.
- Consulted over 20 community credit cooperatives and presented business analytics results, best practices for benchmarking, and solutions to clients.
- Engineered automation system for consulting division, reducing preparation time for presentations by 50%.
- Selected as one of ten big data analytics experts in firm.

AIZEN Global **Seoul, Republic of Korea**
Risk Forecasting Project Intern **May 2020 – July 2020**

- Predicted in-hospital cardiac arrests using time-series biometric data with two other project interns.
- Designed four different AI models—Convolutional Neural Network (CNN), Long Short-term Memory (LSTM), Deep Neural Network (DNN), and Light Gradient Boosting Machine (LGBM)—and presented to client.
- Improved predictive accuracy by 20% compared to existing model—Deep learning-based Early Warning System—with LSTM (for 6-hour forecast) and LGBM (for 1-hour forecast).

Seoul National University, Artificial Intelligence Institute **Seoul, Republic of Korea**
Funded Trainee, Big Data & Fintech Expert Training **December 2019 – July 2020**

- Constructed machine learning models for stock price prediction with 9-year time series data, and housing price prediction with 80 feature data related to US housing.
- Engineered deep learning model for natural language translation (Portuguese to English).
- Designed algorithm trading model: backtesting and rebalancing ETF portfolio (based on NASDAQ-100 Index).

6th Search & Rescue Air Group, Special Air Force Rescue Team **Republic of Korea**
Sergeant, Republic of Korea Air Force **January 2015 – January 2017**

- Managed air traffic data and communicated with control tower as Air Traffic Control Specialist.

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Placed 2nd in Future Edelman Impact Competition (2024).
- Won Daniels School of Business Excellence in Business Insights Award in Data Visualization Competition (2024).
- Achieved national 13th and regional 5th in National Data4Good Analytics Competition (2023).
- Managed Special Air Force Rescue Team Veterans Futsal Club (2017 – 2023).
- Directed charity concert for war victims and coached dance groups for student activism (2013 – 2014).