# Somang (So) Han

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## EDUCATION

**St. Olaf College**                                                                                                          *Northfield, MN*
*Bachelor of Arts in Mathematics with a Concentration in Statistics*                                       *May 2018*
- GPA: 3.8/4.0 (**Magna Cum Laude**), Pi Mu Epsilon Honors Society
- Relevant Coursework: Machine Learning, Statistical Modeling, Statistical Theory, Programming I, Probability Theory, Computational Math, Discrete Math, Multivariable Calculus, Real Analysis, Linear Algebra

## EXPERIENCE

**Bluestem Brands, Inc.**                                                                                                 *Eden Prairie,MN*
*Decision Scientist, Marketing*                                                                                 *Nov 2018 - Present*
- Extract millions of customer data across multiple platforms (Hadoop, SQL Server, SAS) and transform large complex data to generate features for customer acquisition models in Python
- Build XGBoost ensemble models using Python on AWS to identify customer segments for direct mail marketing and improve sales conversion rate by 15%
- Lead a team of 2 to develop a customer experience tracking tool in R Shiny and increase customer satisfaction of fingerhut.com by 10% in four months
- Support marketing product managers with ad-hoc analysis and statistical analysis to enable data-driven decisions by business leaders

**University of Minnesota, Twin Cities**                                                                        *Minneapolis, MN*
*Research Fellow*                                                                                                  *June 2018 – Sep 2019*
- Conducted research in Educational Psychology with 3 Ph.D. students to explore the association between intensity and breadth of out-of-school activity participation with academic outcomes by Hierarchical Linear Modeling in R
- Published research findings at the American Educational Research Association conference 2019 and fostered opportunities to improve students' developmental skills and academic performance

**Amplifon, Inc.**                                                                                                            *Plymouth, MN*
*Associate Data Analyst*                                                                                             *Sep – Nov 2018*
- Consolidated annual budget reports for sales of Miracle-Ear products, validated metrics and KPIs by manipulation of complex Excel formulas and Pivot Tables, and improved the process efficiency by 5%

**ID Insight, Inc.**                                                                                                        *Minneapolis, MN*
*Data Scientist Intern*                                                                                             *June – Sep 2018*
- Rebuilt a fraud detection model to predict the risk of bank fraud using Logistic Regression in R and improved model performance (AUC) by 20%
- Identified different types of fraud by K-Means Clustering; generated data visualization in Tableau; presented findings to C-level leadership

**St. Olaf College**                                                                                                          *Northfield, MN*
*Statistical Consultant*                                                                                             *Aug 2017 – May 2018*
- Utilized statistical techniques in R to provide recommendations to 2 to 3 students per week for their projects
- Conducted NSF funded research in Topological Data Analysis with 3 students and presented research findings at the Underrepresented Students in Topology and Algebra Research Symposium 2018

## SKILLS AND INTERESTS

- Technical skills: Python, R, SQL, Excel, Tensorflow, SAS, Tableau, AWS, Hadoop, HTML, CSS
- Guest speaker for various Analytics community events (ex. MinneAnalytics – Twin Cities Data Science Community and other Data Science meetup groups in Twin Cities)
- Kaggle Kernel Expert (https://www.kaggle.com/somang1418)