

# SUNNY (SUNG HEE) HONG

Mobile : (213) 507 - 3125 - [Sungheehong@ucsb.edu](mailto:Sungheehong@ucsb.edu) - 6512 Segovia Road #215 Goleta , CA 93117  
Portfolio (<https://sunny7x7.github.io>)

## SKILLS AND ABILITIES

- Good work ethic, influential leader, motivated team builder
- Skilled: R, RMD, Github, Machine Learning (Regression, KNN, Decision Tree, Logistic Regression, Random Forest, LDA, QDA, PCA, Clustering, Kmeans)
- Beginner: Python, Machine Learning (Topic Modeling, Bayesian Inference, Natural language processing), Tableau, PowerBI

## ACADEMIC PROFILE

### University of California, Santa Barbara

B.S. in Statistics and Data Science  
Graduation Date: September 2020  
Dean's Honors (L&S)

*Relevant Courses: Regression Analysis, Introduction to Linear Algebra, SAS Base Program, Bayes Analysis, Time Series, Intro to Stat Machine Learning, Design and Analysis of Experiments*

## EXPERIENCE

### UCSB, Department of Geography (Santa Barbara, CA)

Undergraduate Research Assistant | R, SQL |  
Feb 2020 - Present

- Utilizing RSQL and R for large scale data cleaning and data manipulation
- Preparing census data for data manipulation and data analysis using dplyr and RSQL

### Channel Islands YMCA Association (Santa Barbara, CA)

Data Science Internship | R, Python, Power BI, Tableau, MapBox | Aug 2019 - Mar 2020

- Created an interactive data visualization that can help communicate better with donors
- Utilized R to build models, Power BI to create an interactive map, Tableau to cross-reference ideas, and MapBox to customize a map that brands YMCA

## PROJECTS

### 1994 Census Data

R, RMD | Mar 2020 - Jun 2020

- Predictive modeling, Random Forest & Knn to analyze which socioeconomic qualities led to a higher income in U.S.

### Time Series : Climate Change

R, RMD | Feb 2020 - May 2020

- Forecasted a model to predict monthly climate change in India
- Analyzed and interpreted data with ACF, PACF, AIC, and different diagnostic testing

### Impact Map with YMCA

R, Python, Tableau, Power BI | Jun 2019 - (on hold)

- Designed an Interactive Map with Power BI through data-driven decisions (NLP, Topic Modeling, Tableau)
- Web scraped data using urllib library and cleaned data using BeautifulSoup library in R
- Worked on conducting a unsupervised topic model to generate topics through clustering words in a set of documents

### "APP"olutely Successful (Trending Apps)

Project Leader | R, Python, Tableau | Sept 2018 - Apr 2019

- Built models like Multiple Regression and Random Forest to predict the values that defined a trendy Android App
- Presented during UCSB Data Science Showcase 2019 as the only team with all female members

## LEADERSHIP EXPERIENCES

### Data Science Club (UCSB)

Marketing Officer | Jun 2019 - Jun 2020

- Led the marketing team by building and marketing club cultures through club events
- Organized social events & general meetings

### Epic Movement Club (UCSB)

Women's Team Leader | Sept 2018 - Jun 2020  
Community Team | Sept 2017 - Jun 2018

- Led upperclassmen women on weekly talks, bible studies, discussions, and activities

### Wildwood Summer Mission (New Jersey, UCSB)

Student Staff | Jun - Jul 2018  
Participant | Jun - Aug 2017

- Raised approximately \$4,000 each summer
- Led a sweater fundraiser for 6 other students and sold 128 sweaters raising an income of \$2,560