Victor Choi
in/vdchoi

EXPERIENCE

Sr. Product Analyst, Growth and Marketplace | **TrueCar**   Oct 2019 – Present
Product Analyst, Growth   Jan 2019 – Oct 2019
Analyst, Data Science   June 2018 – Jan 2019

- Analytics Lead on our Growth and Marketplace verticals, responsible for managing experimental design and reporting
- Developed a production ML model to predict long term user behavior in near real-time using spatial, temporal, and clickstream web data. Currently used to optimize our full SEM budget
- Developed an end-to-end server side A/B test reporting ETL pipeline and visualization dashboard, to automate and standardize web experimentation analysis across all product teams
- Developed supply/demand based location modifiers for SEM bidding, orchestrated in AWS Fargate

Research Assistant | **UC Berkeley, Haas School of Business**   Jan 2018 – May 2018

- Performed large-scale data cleaning and preparation of datasets from partner multinational corporations, related to factory audits in Bangladesh
- Responsible for statistical analysis and data visualization on cleansed datasets, to determine the speed and magnitude that multinational factories comply with audits

Research Assistant | **UC Berkeley, Department of Economics**   Jan 2017 – Sept 2017

- Created network flow graphs to analyze the business sector shocks due to direct foreign investments in Costa Rica, using sectoral and firm-level data from the Central Bank of Costa Rica
- Implemented fuzzy string matching algorithms to classify and merge large data sets of financial data from the Central Bank of Costa Rica

Intern, Data Science | **TrueCar**   Jun 2017 – Aug 2017

- Designed and implemented a parallelized web-scraper system, to identify differences in market pricing between competitors. Results presented to CEO and CPO
- Created automated choropleth graphs using zip-code level data, to monitor the competitive pricing landscape changes across the automotive marketplace

Market Research Intern | **Archer Daniels Midland**   Jun 2016 – Aug 2016

- Performed market analysis using tourism, agricultural, and economic data to develop a marketing plan for U.S. rice export into China

EDUCATION

UNIVERSITY OF CALIFORNIA, Berkeley   **Berkeley, CA**
Masters of Arts in Statistics   May 2021

UNIVERSITY OF CALIFORNIA, Berkeley   **Berkeley, CA**
Bachelor of Arts in Statistics   May 2018
Berkeley Undergraduate Scholarship Recipient

Bachelor of Arts in Economics
Graduated with Honors
Honors Thesis: *Collusion During Capacity Pre-commitment with Bertrand Competition: Motivation from the Container Shipping Industry*

PROJECTS

- Analyzed the impact of Islamic local governments on female educational attainment in Turkey, using local linear regression discontinuity methods, to expand upon published research under the guidance of Prof. Deborah Nolan at UC Berkeley
- Forecasted demographic trends in a joint project between UC Berkeley Division of Data Science and UC Berkeley Department of Demography
- **NBI Medicals Inc.** Worked on the founding team to develop a HEV-based drug delivery system, based out of Cheng Lab in UC Davis. My role was to support the commercialization and fund-raising teams, seeking Series A investment
- **Founder** of Sprouted Almonds, producing and marketing sprouted California almonds and walnuts at Farmers Markets around North California

SKILLS

Technical Skills:

Advanced: Python, R/RShiny, SQL, Tableau, Airflow, AWS Fargate, AWS Redshift, Tealium, BigQuery, Google Analytics

Intermediate: Java, Javascript, Selenium, Apache Druid

Foreign Languages: English (Native), Mandarin (Fluent), Japanese (Speak, Read, Write)

OTHER WORK/ACTIVITIES

- **Piano Instructor/Facilitator** for *Music 98/198 "Chamber Music for Fun"*: a 50+ student course at UC Berkeley on Chamber Music performance (Aug 2015 – June 2018)
- **Piano Instructor** for children aged 5-15 (Jan 2013 – June 2018)
- **Principal Cellist** in UC Berkeley Baroque Ensemble (Jan 2016 - Jan 2018)
- **Cello Instructor** for children aged 5-15 (Jan 2013 - June 2014)