YoungKeun Yang | Data Insights Specialist

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Education

University of South Florida | Tampa, FL   (Expected) Aug 2023
M.A. Statistics | GPA 3.63 / 4.0

Soongsil University | Seoul, Korea   Aug 2017
B.A. Business Administration

Technical Skills

Programming | Python (NumPy, Pandas, Sklearn), R, Relational databases: SQL programming, Visualization tool: Tableau
Coursework | Statistics Methods, Design of Experiments, Linear Statistical Models, Multivariate Analysis, MIS, Mathematical Statistics, Probability Theory, Machine Learning, Computer Science: Data Structure and Algorithms

Data Science Project

Machine Learning Classification: Predict Hotel Cancellation
 - Achieved a top-performing binary classification model with an accuracy of 91%, recall of 88%, and precision of 88% (performance metrics) by modeling and comparing popular classification algorithms such as XGboost, and Neural Network
 - Transformed and improved the data quality of large data sets of 119,390 observations and 32 features into a readily usable format for algorithm implementation by data management
 - Unearthed valuable business insights by successful data mining a model that identified the significance of two key variables: lead time and the number of special requests

Machine Learning Clustering: Customer Segmentation
 - Implemented feature engineering techniques to create 15 new variables, enriching and unveiling valuable insights for data
 - Remodeled the data of 541,909 customers by cohort analysis, RFM analysis, K-means, and Hierarchical clustering
 - Leveraged data analysis to discern spending patterns and successfully restructured customers into 3-4 distinct groups, providing valuable business insights for strategic decision-making

Machine Learning Regression: Forecasting Rideshare Price
 - Maximized the performance of models with a dataset of 693,071 observations and 57 features by evaluating several well-known machine learning algorithms, including Linear regression, Random Forest, KNN, Neural Network, SVM, etc.
 - Optimized the model performance resulting in Root Mean Squared Error (RSME) of 2.26, indicating high accuracy through hyperparameter tuning
 - Identified the key factor for deciding the rideshare price by surveying the relationship between the variables in the data

Thesis: Bayesian Estimation of Autocovariance of a Model Error in Time Series (ongoing)
 - Investigated the Markov Chain Monte Carlo method for the posterior distribution of Bayesian estimation by reading journals with technical instructions and technical documentation: Establish facts that could perform continuous improvement
 - Developed a new statistical analysis of the Time Series method with a variant version of GARCH to build a solid model with reliability that performs well on forecast financial Time Series data such as Stock price or Currency exchange rate

Work Experience

USF Academic Success Center | Tampa, FL   Sep 2022 – May 2023
Statistics & Mathematics Tutor
 - Learned the ability to train others by tutoring 100s of students, and every student provides feedback of satisfaction
 - Earned director's referral to the Athletes department and boosted Athletes' grades by 20%: conduct presentations for them

FILA Korea | Seoul, Korea   Mar 2018 – Sep 2019
Sports Marketing Team Staff
 - Increased daily revenue by 300% by designing and implementing marketing campaigns based on customer service data analysis and understanding business processes in collaboration with the sales department to collect data from previous events
 - Exceeded KPI of the brand exposure in the media by 20% by analyzing data and planning a new method for publicizing
 - navigated unforeseen manufacturing errors and fast-paced situations in sports events and learned how to work independently

Brion Company | Seoul, Korea   Jan 2017 – Jul 2017
Sports Marketing Team Internship
 - Won bid for Adidas' marketing operation project management with a budget of $50k by delivering a presentation based on the analysis of the client's user manuals and financial reports
 - Achieved 100% accurate forecasts for non-rainy weather conditions for outdoor marketing events by utilizing data
 - Produced and delivered weekly analytics reports to clients' leadership utilizing data visualization to communicate effectively