

Yujin Kim

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SUMMARY

An awarded Data Professional with over two and a half years of technical experience and three years of IT product management experience at LG. Substantial hands-on knowledge of data driven solutions and keen business intuition in real-business tasks. Currently devoting to enhancing predictive model analysis skillsets using supervised and unsupervised learning and statistics fundamentals.

EDUCATION

University of California, San Diego – Rady School of Management

La Jolla, CA

Master of Science in Business Analytics; GPA: 3.42/4.00

Expected June 2023

- **Coursework:** Collecting and Analyzing Large Data with Python and R, Big Data Tech: SQL and ETL, Web Mining and Recommender Systems with Python, Business Analytics in Marketing & Finance & Operations, Data Driven Communications

Hanyang University

Seoul, South Korea

Bachelor of Business Administration; GPA: 3.63/4.00 (Cum Laude), Multiple Academic Excellence Scholarships, Student Council

TECHNICAL SKILLS

Languages & Toolkits: SQL, Python (Pandas, NumPy, Sklearn, TensorFlow, Surprise), R (Dplyr, Tidyverse)

Data Visualization: Tableau, Matplotlib, Seaborn, Ggplot2, Radiant, PowerPoint

Tools & IDE: VS Code, Docker, GitLab, Jupyter, RStudio, Snowflake, Hadoop, Excel (Pivot Table, Lookup, Macro, Solver)

DATA PROJECT

Customer Satisfaction Data Analysis & Visualization / Python, Radiant, PowerPoint

Dec 2022

- Identified and presented the business recommendation to drive profit by enhancing hospital patients' satisfaction scores; conducted linear regression, correlation analysis, and hypothesis test to discover the relationship between variables.

ETL/ELT Project - Snowflake Data Warehousing / Snowflake, Python, SQL

Aug 2022

- Built a data warehouse with Snowflake to feed data and make it available in the cloud; utilized a Python connector to code to fire SQL queries to Snowflake to transform and aggregate data from five different sources/formats.

WORK EXPERIENCE

Sr. Business Data Analyst, FNS

Torrance, CA, USA | Aug 2020 – Jan 2021

- Operated regular and ad-hoc business data reporting/visualization by accessing various logistics data channels; incorporated business reports automation with advanced Excel skills and troubleshoot data system malfunction with engineering teams to minimize the manual data cleansing process, enhanced data reporting accuracy.

Sr. Data Marketer, LG Uplus Telecom

Seoul, South Korea | Jan 2017 – May 2018

- Boosted the Rewards/Coupon App user engagement by analyzing 10M+ mobile user data records in SQL on Hadoop to conduct digital target marketing strategies, accelerating average CTR from 5% to 32%; orchestrated app launching promotions and designed in-app marketing functional features, exceeding subscriber KPI by 20% and acquiring 3M+ App users in three months.

Risk Data Analyst, LG Uplus Telecom

Seoul, South Korea | Jan 2016 – Dec 2016

- Collaborated with risk modeling engineers to launch the Credit Rating Model targeting mid-interest loan products; processed data profiling, cleaning, and shaping 10M+ mobile users record with SQL and Excel; scrutinized datasets validity with network engineers, launched a logistic regression model with 44.6 K-S scores and generated six yearly contracts with bank institutions.

Product Manager, LG Uplus Telecom

Seoul, South Korea | Jan 2013 – Dec 2015

- Launched and managed the Giga Wi-Fi router subscription service by collaborating with multi-functional teams; created pricing, sales manuals, and marketing materials, acquiring 2M+ subscribers in the first year.

HONORS & ADDITIONAL INFORMATION

Founder & Instructor

Ashtanga Yoga Torrance | 2019 – 2020

Awarded the honor of **No.1 LG Uplus Member** by CEO Kwon Young-Soo, by demonstrating exemplary task ownership. **LG** | 2018

An Employee of the Year for detecting billing errors by meticulously cross-checking business data, saving \$2M monthly. **LG** | 2015