

# Yunjeong (Celine) Chang

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 [Yunjeong \(Celine\) Chang | LinkedIn](#)

 [Yunjeong Chang | Portfolio](#)

## SUMMARY

Motivated Data Analyst with strong expertise in Python, R, and SQL, specializing in data cleaning, analysis, and visualization. Seeking to apply technical skills and analytical background in a dynamic organization to drive business insights and growth.

## SKILL SUMMARY

- Languages: Python, R, SQL
- Frameworks: NumPy, Pandas, Matplotlib, Seaborn, Schikit Learn, BeautifulSoup, PyTorch
- Tools: Power BI, Tableau, PostgreSQL, Google Big query, R Studio, Microsoft Office
- Soft Skills: Statistics, Research skills, Problem-Solving, Strong sense of responsibility

## EDUCATION

<b>Kyunghee University</b> Master of Social Science (Child Development & Family Studies)	Seoul, South Korea Mar.2018 – Feb.2021
<b>Sungshin Women's University</b> Bachelor of Social Science (Psychology)	Seoul, South Korea Mar.2015 – Aug.2017
<b>Hyper Island, SE</b> Associate Degree in Data Analyst Program	Stockholm, Sweden Aug.2023 – Mar.2025 (Internship period: Sep. 2024~)

## WORK EXPERIENCE

<b>Freelance Data Analyst</b>	ActiveFence Nov.2023 ~ current	Israel (Remote)	<ul style="list-style-type: none"><li>- Pre-processing the data for Korean database</li><li>- Increase the accuracy of Korean model to 22%</li></ul>
<b>Assistant Project Manager</b>	CrowdWorks Mar.2022 ~ May.2023	South Korea	<ul style="list-style-type: none"><li>- Managed a team of 40 freelancers, improving workflow efficiency by 18% through task delegation and monitoring for Naver Zepeto project</li><li>- work as map &amp; report screening worker too</li></ul>
<b>Lead Researcher</b>	Preventative Medicine Lab, KHU Feb.2021 ~ Mar.2022	South Korea	<ul style="list-style-type: none"><li>- Led field operations for the National Community Health Survey, which is annual survey by Korea Centers for Disease Control and Prevention</li><li>- Managed 32 field researchers, leading to a 5% improvement in data accuracy</li><li>- Recruit field researchers and manage them while they are conducting survey</li></ul>
<b>Research Assistant</b>	The BEhavioral Sciences and Therapy Laboratory Sungshin University Feb.2018 ~ Aug.2018	South Korea	<ul style="list-style-type: none"><li>- Assistant work for sleep research</li><li>- Review the sleep logs by the study participants and classify them according to the criteria</li></ul>

## PROJECTS

National Community Health Survey(2021), Korea Centers for Disease Control and Prevention		<ul style="list-style-type: none"> <li>- Participate for writing the statistics book of Northern Seoul and entire Seoul</li> <li>- Analyze the data with SAS, and make reports</li> <li>- Present the summary of survey to local officials</li> </ul>
<a href="#"><u>Business Analysis of kitchenware supply store</u></a>		<ul style="list-style-type: none"> <li>- First client project in Hyper Island</li> <li>- Analyzed market expansion for a client using Google Analytics 4</li> <li>- Identified key differences in user acquisition patterns between two countries with similar user sizes but a sixfold difference in revenue</li> <li>- Provided actionable recommendations that can led to a increase in revenue</li> </ul>
Business Analysis of home training app		<ul style="list-style-type: none"> <li>- Third client project in Hyper Island</li> <li>- Our client wants to decrease the dropout rate of the user</li> <li>- Use AppsFlyer &amp; Mixpanel to check the data of their app</li> <li>- I focused on competitors' analysis</li> </ul>
<a href="#"><u>Business Analysis of Data outsourcing company</u></a>		<ul style="list-style-type: none"> <li>- Fourth client project in Hyper Island</li> <li>- Conducted in-depth industry analysis for the client, providing key insights for strategic decision-making</li> </ul>
<a href="#"><u>What's your next H&amp;M items_ Personalized Fashion Recommendation System</u></a>		<ul style="list-style-type: none"> <li>- Developed an advanced recommendation system utilizing H&amp;M data to enhance the shopping experience through personalized item suggestions</li> <li>- Conducted exploratory data analysis to uncover customer behavior patterns and item trends</li> <li>- Implemented a personal color detection feature that filters recommendations based on customer personal color, increasing relevancy and engagement</li> <li>- Employed machine learning techniques, including Word2Vec for item embeddings, to accurately assess item similarities and improve recommendation accuracy</li> <li>- Visualized data distributions and patterns using libraries such as Matplotlib and Seaborn, aiding in insights and decision-making</li> </ul>
CERTIFICATES		
Google Data Analytics Professional	Google	<ul style="list-style-type: none"> <li>- Certification number: YKYRKE0HQ288</li> <li>- Skills: SQL, R, Tableau, Data Cleaning</li> </ul>
Introduction of Deep Learning: Machine Learning to Deep Learning	Fast Campus	<ul style="list-style-type: none"> <li>- Skills: Machine Learning, Deep Learning, PyTorch</li> </ul>