Yunjeong (Celine) Chang

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SUMMARY

A motivated Data Analyst with over 3 years of experience specializing in data cleaning, analysis, and visualization. Combining technical expertise in Python, SQL, and Power BI with a strong academic foundation in psychology and analytics, I excel at uncovering insights to drive business growth and enhance user experiences.

SKILL SUMMARY

Programming Languages & Tools: Python, R, SQL, PostgreSQL, Google BigQuery, Google Analytics
Data Visualization: Power BI, Tableau, Matplotlib, Seaborn
Frameworks & Libraries: NumPy, Pandas, Scikit-learn, BeautifulSoup, PyTorch
Other Skills: Data Cleaning, Statistical Analysis, Logical Thinking, Problem-Solving

EDUCATION

Kyunghee University (GPA: 94.8) Master of Social Science (Child Development & Family Studies)	Seoul, South Korea Mar.2018 – Feb.2021
Sungshin Women's University (GPA: 91) Bachelor of Social Science (Psychology)	Seoul, South Korea Mar.2015 – Aug.2017
Baekseok Art University Associate of Arts (Contemporary Music, Vocalist major)	Seoul, South Korea Mar.2012 - Feb.2014
Hyper Island, SE Associate Degree in Data Analyst Program	Stockholm, Sweden Aug.2023 – Mar.2025

WORK EXPERIENCE

Role	Company	Location	Details
Freelance Data Analyst	ActiveFence Nov.2023 ~ current	Israel (Remote)	- Pre-processing the data for Korean database - Increase the accuracy of Korean model to 22% #AI #CollectData #PreprocessingData #DataAnnotation
Assistant Project Manager	CrowdWorks Mar.2022 ~ May.2023	South Korea	- Managed a team of 40 freelancers, improving workflow efficiency by 18% through task delegation and monitoring for Naver Zepeto project - work as map & report screening worker too #GameIndustry #Management #UserCreatedContents
Lead Researcher	Preventative Medicine Lab, KHU Feb.2021 ~ Mar.2022	South Korea	- Led field operations for the National Community Health Survey, which is annual survey by Korea Centers for Disease Control and Prevention - Managed 32 field researchers, leading to a 5% improvement in data accuracy - Recruit field researchers and manage them while they are conducting survey #Research #PublicHealth #Management
Research Assistant	The BEST Lab, SSWU	South Korea	- Assistant work for sleep research - Review the sleep logs by the study participants and

Feb.2018 ~ Aug.2018	classify them according to the criteria #Research #Psychology #QualitativeResearch

PROJECTS

National Community Health Survey (2021), Korea Centers for Disease Control and Prevention	- Participate for writing the statistics book of Northern Seoul and entire Seoul - Analyze the data with SAS, and make reports - Present the summary of survey to local officials
Business Analysis of kitchenware supply store	- First client project in Hyper Island - Analyzed market expansion for a client using Google Analytics 4 - Identified key differences in user acquisition patterns between two countries with similar user sizes but a sixfold difference in revenue - Provided actionable recommendations that can led to a increase in revenue
Business Analysis of home training app	- Third client project in Hyper Island - Our client wants to decrease the dropout rate of the user - Use AppsFlyer & Mixpanel to check the data of their app
Business Analysis of Data outsourcing company	- Fourth client project in Hyper Island - Conducted in-depth industry analysis for the client, providing key insights for strategic decision-making
What's your next H&M items_ Personalized Fashion Recommendation System	- Built a personalized recommendation system using H&M data, incorporating customer behavior analysis and item trends. - Developed a personal color detection feature to filter suggestions, enhancing relevance. - Leveraged Word2Vec for item embeddings to boost recommendation accuracy. - Visualized insights with Matplotlib and Seaborn for data-driven decisions.

CERTIFICATES

Google Data Analytics Professional	Google	- Skills: SQL, R, Tableau, Data Cleaning
Data Analyst Associate	DataCamp	- Skills: SQL, R, Statistics, Data Analytics, Data Visualization
Artificial Intelligence Data Specialist (2nd level)	Crowd Academy	- Skills: Artificial Intelligence Data, Data Processing, Data Annotation
Introduction of Deep Learning: Machine Learning to Deep Learning	Fast Campus	- Skills: Machine Learning, Deep Learning, PyTorch