

JAEHYUNG LEE

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DATA ANALYST / DATA SCIENTIST / DATA ENGINEER

SKILLS

Programming: Python (Numpy, Pandas, Seaborn, Matplotlib, SciPy, Plotly, Selenium, BeautifulSoup), R (tidyverse, shiny, rmarkdown, BigQuery), SQL (MySQL), HTML & CSS

Data Analytics & ML: Tableau, Google Clouds, Understanding of Supervised/ Unsupervised Learning

Languages: Korean & English (fluent)

PROFESSIONAL EXPERIENCE

Data Analytics Tutor | SUNY Geneseo | New York, US

October 2021 – May 2022

- Taught topics such as linear regression, clustering methods, and programming fundamentals like data cleaning and visualization using tidyverse and ggplot2.
- Nominated to teach 100 and 200-level classes on the fundamentals of Data Analytics in R and Python.
- Held sessions for 10-30 students each in a class format. Collaborated with the professor to effectively increase students' overall comprehension and achieved significantly higher class-average scores than the previous semester.

Data Manager | Acacia | Jeju, South Korea

June 2021 – August 2021

- Increased sales by 3400% by analyzing the market and enhancing marketing strategies. Data was gathered from Naver while the analysis and visualization were done in R.
- Communicated the findings to the upper management and colleagues for immediate business actions that played a significant role in the 3400% sales increase.
- Reconstructed business operations from the ground up. Integrated Slack and Notion APIs using Python scripts to automate redundant daily tasks and scheduling. Reduced more than one work hour per day for each employee.
- Analyzed SEO and reservation/customer data to raise the company's Naver (Korean Google) exposure ranking from 21st to 9th. Optimization included Instagram marketing and adjusting keywords.

Translator & Sergeant | Republic of Korea Army | Panmunjom, South Korea

November 2018 -June 2020

- Served as a translator for the Republic of Korean Army.
- Led a 12-member squad team when ex-President Trump, Kim Jong Un, and the South Korean President met together.

PROJECTS

Self-Evaluation Project

- Created a grading system for my day-to-day life that generates a meaningful average (%) with variables such as rise time, screen time, meditation, reading, tasks finished, etc.
- Automated the process of storing and retrieving data from MySQL database, creating visualizations, and updating Notion utilizing its API and Selenium module in Python.
- Built an [algorithm](#) that automatically updates today's tasks in the Notion database.
- Utilized the accumulated data to determine the strengths and weaknesses of my lifestyle with [further statistical analysis](#) (descriptive & inferential & predictive analysis & machine learning).
- Recorded and analyzed over 600 days of self-evaluation, which created numerous healthy habits, significantly increased work & school performance, and elevated the overall quality of life.

Happiness Report

- Analyzed happiness scores of over 150 countries with the reports provided by the UN using R.
- Built a [website](#) with a rmarkdown to demonstrate the procedure of analysis.
- Performed various statistical & machine learning methods such as regressions, hypothesis testing, clustering, etc.

Vocabulary Analysis

- Constructed an automated vocabulary learning system with Python and various APIs(Oxford Dictionary, Notion, Slack).
- Implemented seven exposure psychology methods and 24hr reviewing strategy in the algorithm to optimize the learning experience. The algorithm also considers the total number of exposures, redundancy, randomization, and equilibrium factors to suggest vocabs intelligently.
- Mastered over 100 vocabularies within three weeks with a daily study time of fewer than 2 minutes.

EDUCATION

Bachelor of Arts in Mathematics | The State University of New York College at Geneseo | NY | GPA: 3.36 | Graduated in May 2022