

Justin Lee

Canadian | joonsmoons@gmail.com | (010) 2032-6043

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PROFESSIONAL EXPERIENCE

Coupang

Seoul, KR

Product Data Scientist, Eats Product Analytics & Decision Science March 2022 – Current

- Built relevant *Tableau* dashboards on critical performance metrics and performed ad-hoc analysis as domain expert of food delivery experience and ETA prediction
- Designed A/B test experiments based on hypotheses from ad-hoc analysis/EDA, as well as perform DD
- Successfully launched three delivery application features as part of the app feature launch committee

NH Investments and Securities

Seoul, KR

Senior Data Scientist / Project Leader, Big Data Center December 2019 – March 2022

- [*Finance/Retail*] Develop innovative mutual fund news detection algorithm for 8 million articles with 97% goodness-of-fit; categorized articles into investment exposure geography, asset type, and asset class for retail investors to monitor monthly keyword trends using *Tableau* dashboards
- [*Finance*] Clustered mobile app usage logs between customers and private bankers into three groups, to analyze characteristics illustrating how employee expertise and sales activity affect customer loyalty
- Developed business problems, datasets, and performance metrics for two public data science competitions
- Mentored newcomers and developed a comprehensive domain-specific analytics onboarding program

Deloitte Consulting

Seoul, KR

Data Science Consultant, Analytics & Cognitive Group August 2018 – November 2019

- [*Automobile*] Predicted 22 vehicle segments' five-year demand using external datasets such as US census population statistics, socio-cultural characteristics, and macroeconomic factors, achieving an average 20% more accurate prediction than the previous baseline
- [*Insurance*] Launched an innovative automatic question-answering underwriting algorithm, detecting disease-related entities using supervised NER and classifying 400,000 insurance applicants into high-risk groups with 91% accuracy and 90% recall
 - ※ “BARO” awarded Technology Initiative of the Year at the 23rd Asia Insurance Industry Awards

Datamingo

Seoul, KR

Data Scientist May 2018 – July 2018

- Performed market basket analysis from consumer product sales and performed A/B testing, successfully launching five food-beverage menus
- Developed monthly data-driven *Tableau* dashboard insights, from raw material inventory management using demand forecasting to employee scheduling optimization using parametric statistical modeling, reducing average product supply waste by up to 30%

SKILLS

Programming Skills: Python, R, SQL, Tableau, Git, MS Office, d3.js, HTML, CSS, Regular Expressions

Consulting Analytics:

Finalist @ Midwest Undergraduate Data Analytics Competition 2017 – Project Leader

3rd Place @ Monsanto Data Analytics Competition 2017

EDUCATION

The Pennsylvania State University

August 2018

M.S. Applied Statistics

3.83 / 4.00

University of Illinois at Urbana-Champaign

May 2017

B.S. Statistics, B.S. Psychology

3.45 / 4.00