

# HYE-YOUNG LEE DATA ANALYST

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## EDUCATION

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- **Korea University**, Master of Applied Statistics (Survival Analysis lab), 03/2018 - 02/2020
  - **Subject of Research:** Causal inference, Estimation of treatment effect with right-censored data
  - **Thesis:** [Link](#) (Title: Double-robust Estimator for Differences in Restricted Mean Survival Time in Observational Studies: using pseudo-observations)
- **Ewha Womans' University**, Bachelor of Business, English Lit., 03/2012 - 02/2016
- **Hangaram High School**, 03/2009 - 02/2012

## SKILLS

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- Proficient: R, PostgreSQL, (SQLD certificate), Tableau
- Familiar with: Python, MySQL, Git

## WORK EXPERIENCE

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- **Market Kurlly** (E-commerce) 08/2020 - Present
  - Data Analyst, *Data Product team, User Acquisition & Retention team*
- **Experimenting with A/B Tests**
  - Make hypotheses and plan A/B tests to improve the efficiency of app push messages
  - Analyze the tests' result, and create a Tableau dashboard (*App Push Performance Dashboard*)
- **Modeling for estimating customers' value**
  - Predicted the customers' *organic purchase* status by adopting xgboost model
  - Demonstrated the superiority of the new segmentation method in cost efficiency (16%), replacing the old (recency-based) method
- **Creating dashboards for monitoring marketing performance**
  - Produce and manage key indices related to sales and customers (retention, B/S, purchase rate, etc.) to expediting business decision making (e.g., benefit coupon plans to boost sales and cohort retention)
  - Produce & update customers/sales dashboards to monitor key performance indices
- **Managing data**
  - Manage all tables in the marketing schema to facilitate marketing-side analyses and assure the data quality
  - Create tables that enables (de)targeting push population (e.g., target a specific seg., de-target cherry pickers)
- **Ad-hoc analyses**
  - Conduct requested analysis on irregular marketing events (e.g., analysis on contribution margin between the customers *who purchase Purple Box* and *those who do not*)
- **KCB (Korea Credit Bureau)** (Credit Rating Agency) 08/2019 - 09/2019
  - Data Analyst (Internship), *Analysis and Consulting team*
- **Deriving insights from data (EDA)**
  - Explored the data of customers and their accounts, and derived insights about potential customers to strengthen the competitiveness of Internet banks
- **Modeling for predict the customers' credit default**
  - Participated in the process of the predictive modeling from data cleansing to model optimization
  - Contributed to enhancing the model stability (*PSI: from 0.02 to 0.004*) by figuring out adopting stacking ensemble model