TAEHOON KIM

tkim5@bu.edu| 609.414.6617 | Allston, MA | https://www.linkedin.com/in/taehoon-kim-1b069b222/

EDUCATION

Boston University   *05/2021 – 05/2022*
- Master of Science in Applied Business Analytics, GPA: 3.33/4.00
- Main Course: Data Science with Python, Machine Learning, Data Mining, Web Analytics, Financial Analytics

Hankuk(Korea) University of Foreign Studies   *03/2014 – 08/2020*
- Bachelor of Business Administration

DATA ANALYTICS PROJECT

The U.S. Health Insurance Portfolio: A Proposal To Increase Health Insurance Enrollment   *Boston University*
Data Analysis and Visualization Using R and Python
- Data analysis for ARDA(Houston Area Survey, 1982-2010) dataset using Python and R: Multiple Regression, Decision Tree
- Develop a model to predict insurance coverage by the Bagging method of the decision tree. Random Forest was used to extracting the importance among variables in affecting insurance coverage and the classification and predictability of insurance subscribers and non-subscribers.

Data Mining and Visualization for Airbnb Kensington and Chelsea   *Boston University*
- Programmed data mining for Airbnb business by various models: Multiple Regression, K – nearest, Naïve Bayes, Decision Tree, and K-means Clustering.
- The analysis converted to predictions and classification of price. 6 Clusters were built to identify the market structure and target advertisement on pointed clusters. Price strategy for Airbnb rooms was made by Decision Tree.

Data Analysis on the Trend of Smartphone Purchases by Young Consumers in Korea   *Suffolk University*
Why is it Apple, not Samsung?
- Using primary research(Survey) and secondary research(Literature review), derived the problem of rapid decrease of Samsung's market share in Korea among young consumers (Gen Y and Z).
- Figured the difference in brand loyalties between comparison group(Samsung and iPhone) using Two Sample t-test. Checked interaction effects between age and mobile brand on loyalty using ANOVA. Suggested strategy for Samsung by benchmarking Apple based on the result of the analysis.

Optimizing Shipping Companies(FedEx, UPS, USPS) by Decision Tree in Excel   *Boston University*
- Made evaluation categories and recommended optimization solutions for each different industry (Furniture, Electronics, and Clothing) the optimized shipping companies.
- Used Decision Tree in Excel to find an optimized method for each shipping company in different industries.

PROFESSIONAL EXPERIENCE

Daewae Hwaldong Plus
Brand Marketer   *Seoul, Korea*
                                                                                                                        11/2018 – 03/2019
- Statistical analysis of customer needs using Excel
- Marketing system maintenance & Improvement
- Public relations and training for new members of the activity

MILITARY EXPREIENCE

27th Div. 77th Reg. 3rd Batt., Hwacheon-gun Gangwon-do, Korea   *06/2016 – 03/2018*
Served as Drill Soldier and discharged from ROK Army, Sergeant
- Served as a drilled soldier in training battalion, trained over two thousand soldiers, and was responsible for training chemical weapons – particularly CBRN(Chemical, Biological, Radiological and Nuclear weapons).
- Developed patriotism, the spirit of sacrifice, sense of community, powerful teamwork, leadership, and education skills through drill's duties for 21 months in the military.

CERTIFICATION / SKILLS

- PCM(Professional Certified Marketer) *by American Marketing Association*   *09/05/2019*
- Expert in Microsoft Office Suite (Excel with pivot table, V Lookup, Statistic, Word, PowerPoint
- Proficient in Tableau, R, Python, SQL, Power BI, Google Analytics, SPSS, SAS