

KAEUN (KAREN) SONG

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DATA ANALYSIS | DATA SCIENCE | BUSINESS INTELLIGENCE | STATISTICAL ANALYSIS

Business and Data Scientist/Analyst with strong academic and professional experience leading and supporting data analysis initiatives.

Specializes in supporting strategic projects to gather, analyze and visualize data used in business process and development. Professional strengths include a strong knowledge of enterprise big data management and analysis of platforms, with global experience conducting data analytics for corporate marketing, sales, business operations, consulting, and in-depth researches. Strong interest in advanced IT technologies, consumer behaviors, business modelling and data analytics in IT & entertainment industries.

EDUCATION

Master of Science in Business Analytics (MSBA), Graduating December 2019
UCLA ANDERSON SCHOOL OF MANAGEMENT, Los Angeles, CA

Master of Science, Management Engineering, with High Honors, 2014
KOREA ADVANCED INSTITUTE OF SCI. AND TECH. (KAIST) COLLEGE OF BUSINESS, Seoul, South Korea
Exchange Student Program at ESCP Europe, Paris, France (Jan. 2012 – Jun. 2012)

Bachelor of Science, Electrical Engineering, Magna Cum Laude, 2011
POHANG UNIVERSITY OF SCIENCE AND TECHNOLOGY (POSTECH), Pohang, South Korea

TECHNICAL SKILLS

PROGRAMMING LANGUAGES & LIBRARIES: Python, R, SQL, C++, Numpy, Pandas, Scrapy, Matplotlib

SOFTWARE: SPSS, STATA, Excel Macro, Advanced Excel, Power Point, Tableau, Snowflake

PROFESSIONAL EXPERIENCE

The Walt Disney Company, Burbank, CA, USA

Advanced Analytics Intern (June 2019 - September 2019)

- Automated sequential Tableau processes for analyzing the viewership of Disney channels depending on demographic and geographic information to develop customer-oriented business strategy.
- Participated to the ad-placement optimization project in Fox channels.
- Gathered and analyzed the data of competing platforms to maximize the general viewership of Disney's new program.

TECHNOLOGIES USED: Tableau, SQL, Python

KAIST COLLEGE OF BUSINESS, Seoul, Korea

Research Associate (October 2016 - March 2018)

- Performed academic research focused on the effects of technology advancements on the movie industry: published findings in an international journal.
- Analyzed the influence of the appearance of long-term evolution (LTE) wireless communication technology on consumers' movie consumption behaviors, dealing with 10,000 panels' data.

TECHNOLOGIES USED: Python, STATA, SPSS, Statistical Methods (regression, clustering etc.)

KOREA INSTITUTE OF SCIENCE AND TECHNOLOGY (KIST), Seoul, Korea

Research Analyst (June 2015 - September 2016)

- Developed, allocated, and evaluated national interdisciplinary research projects for the Korean government's Ministry of Science and Technology, with projects valued at more than \$10 Million.
- Led a team responsible for developing a diversity index system used to evaluate the degree of convergence of research proposals subsequently published an internal review article on the index.

TECHNOLOGIES USED: Excel Macro, Python

SAMSUNG ECONOMICS RESEARCH INSTITUTE (SERI), Seoul, Korea

Research Analyst (April 2014 - May 2015)

- Supported two business strategy consulting projects valued at over \$1 Million, working to analyze data and evaluate global short-term and long-term business trends in home appliance and IT communication markets.
- Worked at a task force team responsible for gathering and evaluating the statistical data of US consumer behaviors to analyze the US smart home market status and ongoing trends.
- Conducted Amazon customer-review data crawling on home appliance products.

TECHNOLOGIES USED: Python, Advanced Excel

KPMG CONSULTING, Seoul, Korea

Consultant (January 2014 - April 2014)

- Analyzed corporate data related to Sports Toto, a South Korean government-approved sports lottery market; used the outcomes of data analysis to write a business proposal for a private company that eventually acquired a local lottery business license.

ABN AMRO MERCHANT BANK, Singapore

Data Analysis Trainee (July 2012 - December 2012)

- Gathered, evaluated, and documented data to analyze financial risks in vessel shipping financing to international corporates, Hanjin, Evergreen and HMM, valued at more than \$5 Million.

TECHNOLOGIES USED: Internal Risk Management Software

PUBLICATIONS

K. Song, H. Kim, J. Lee, Y.G. Kim. "Dissecting Movie Performance across Multiple Distribution Channels: An Elastic Justification Theory Perspective." Telematics and Informatics (2017) (Journal Impact Factor: 2.261)
Paper URL: <https://doi.org/10.1016/j.tele.2017.10.009>

PRESENTATIONS

K. Song, S. Kim. "Review on diversity index and its application to interdisciplinary researches." Social Impact of Science Conference, Spain, July 2016. (Oral)

K. Song, S. Kim. "Factors influencing motion picture performance across different channels and development of online performance score." Social Impact of Science Conference, Spain, July 2016. (Oral)

WORK AUTHORIZATION

US Permanent Resident (Green Card)