

# Siyeun Shawn Kim

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SAN FRANCISCO AREA, CA

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## EDUCATION

**University of Iowa**, Tipple College of Business, Iowa

- Business Analytics and Information Systems
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## PROFESSIONAL EXPERIENCE

**7G, Distributing, LLC.** Iowa City, Iowa

September 2019 - December 2019

*Data Analyst*

- Worked cross-functionally with sales teams in reviewing the current product catalog and listing on the website.
- Built a product recommendation engine based on customers' past consuming behavior/patterns to predict which product grouping would bring the best value to both customers and businesses.
- Proposed a various set of product combinations based on the simulation to run A/B testing which enabled more strategic sales operation

**SK Meditech, Ltd.** Seoul, South Korea

February 2017 - January 2018

*Business Analyst*

- Led oversees sales team exhibiting in worldwide medical fairs (EMEA, APAC) with a proactive campaign to drive more sales opportunities.
- Fully utilize CRM software (Ecount) to execute the follow-up customer care which resulted in a 150% increase in the sales meeting setup.
- Systemized product codes and customer lists through the ERP(enterprise resource planning) system to ensure product quality and a more efficient delivery cycle which helped the sales team serve their account better.
- Conducted the sales data analysis, potential target analysis using R to gain insight which resulted in strategic customer segmentation and prioritize product marketing.

**E&D technology, Ltd.** Seoul, South Korea

May 2014 - March 2015

*Founder, CEO*

- Started and strategically expanded aesthetic related vendor business by implementing an innovative business model, increasing the points of sale, and strengthening customer service.
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## PROJECTS

**Pima Diabetes Analysis** - A prediction analysis of diabetes causes

An objective was to diagnostically predict whether or not a patient has diabetes, based on certain diagnostic measures included in the dataset. (KNN, weighted KNN, linear & nonlinear SVM, randomforest, xgboost). ([link](#))

**Prediction Analysis of Subway Usage** - A prediction analysis of subway usage in Seoul by the multi regression model

An objective was to understand correlations among various environmental and socioeconomic factors from Jan 01, 2016 to Dec 31, 2018 and to predict the number of passengers who will use the subway in the future. ([link](#))

**Analysis of Video Game Sales** - web-based database application for sales analysis using Oracle Apex

Mainly focused on analyzing the features that can affect sales volume by finding correlations between features to provide insights into the video game industry. ([link](#))

**Analysis of Mobile Phone Pricing Formation**

A project performed through the entire process of CRISP-DM through R studio (rattle package) and Tableau. Mainly focused on figuring out which factors have more influence on the price range of a mobile phone. ([link](#))

**Analysis of top causes of diabetes on each state in the United States**

An analysis of diabetes percentage of all states in the United States visually, and then diving into deeper analytical methods to find the best factors. ([link](#)) ([code](#))

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## SKILLS

- **Programming Languages:** R, (PL)/SQL (Proficient), Python, JavaScript, HTML/CSS (Intermediate)
  - **Frameworks and Tools:** Advanced Excel, CRM program(Ecount ERP), Tableau, PhotoScape, Oracle Apex
  - **Certificate:** Data Analyst track in Datacamp, Medical Quality Management, ISO 13485, and CE Certificate
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