

DONGWOOK CHUN

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EDUCATION

Temple University – Ph.D. in Business Administration, Concentration in MIS – Philadelphia, PA <i>Research Assistant</i>	Present
The University of Texas at Dallas – Master of Science, Business Analytics – Richardson, Texas <i>New Dean's Excellence Scholarship (GPA 3.92)</i>	May 2020
Sungkyunkwan University – Bachelor of Economics – Seoul, South Korea	February 2015
Sungkyunkwan University – Bachelor of Architecture – Suwon, South Korea	February 2015

AWARDS AND ACHIEVEMENT

Adobe Analytics Challenge 2019 – Semi-Finalist (out of 230+ teams) <i>Hosted by Major League Baseball and Adobe</i>	October 2019
The Ultimate Data Science Challenge 2019 – Finalist (out of 120+ teams) <i>Hosted by Lennox International and Data science club at University of Texas at Dallas</i>	April 2019
Intelligence Analytics Challenge 4.0 – Finalist (out of 70+ teams) <i>Hosted by Intelligence Analytics Society at University of Texas at Dallas</i>	April 2019
New Dean's Excellence Scholarship <i>The University of Texas at Dallas</i>	August 2018

ACADEMIC PROJECTS

Business solution for MLB using Adobe Analytics - Extracted business problem and insights from a large collection of web data - Established segment and personalized target group, and analyzed each group's behavior - Constructed marketing strategies for each target group - Monetize expected revenue based on segment and target market size from web data	September 2019
Hotel Review Analysis using R (http://rpubs.com/dw8757/hotel_review_analysis) - Performed text mining and sentiment analysis of positive and negative review using hotel review data - Detected relationship of each word in reviews, using network visualization - Identified significant factors affecting reviewer's score, and predicted reviewer's score using machine learning - Established User Interface (R Shiny) for comparing each hotel's sentiment analysis	May 2019
Kickstarter Analysis using SAS - Identified important factors determining the success of crowdfunding for each category - Streamlined Exploratory Data Analysis, Descriptive Analysis, and Hypothesis Test - Conducted modeling (logit model) for each category, as well as business insights and solution	April 2019
Lennox stores Will Call Market Success Analysis using Python and R - Constructed strategies using regression model for panel data of store, customer, and billing for Lennox International to boost sales orders - Forecasted each store's sales using time series analysis with ARIMA, ETS models - Executed decision tree and logit model to identify crucial aspects for achieving the store's goal - Established User Interface (R Shiny) for staff members for sales forecasting	April 2019
Box-office Performance Analysis using R - Identified significant factors for performance of movies using regression model - Text mining for keywords and plots of movies and visualized frequent words	April 2019

PROFESSIONAL EXPERIENCE

LG Electronics – Seoul/Suwon/Daejeon, South Korea December 2014 – March 2017

Full-time job, B2B Sales Marketer, Home Appliance and Mobile Phone manufacturing company

Performed active role in all aspects of HVAC (Heating, Ventilating, and Air Conditioning) products' sales and marketing process in the South Korea market, including sales forecasting, management of sales data, managing retail shops, designing and promoting products, negotiation, and market research

- Forecasted monthly sales by using large sales data, and Designed dashboards of daily sales utilizing Excel
- Boosted 20% sales contract leading 10 sales employees. Discovered and obtained sales opportunities using construction information data, and built management strategies for sales employees
- Led 4 retail shops by building bidding strategy to win contracts in public market. Boosted sales by 20% on average for each retail shop, and developed financial status of retail shops
- Structured inventory data of warehouse to improve delivery management

Samsung SDS – Seoul, South Korea January 2013 – February 2013

Part-time job (Human Resource Department), Information & Communication Technology Service Company

- Executed on year-end tax adjustment for employees, and Guided employees to the tax adjustment standard
- Reviewed required documents and reflected data on Enterprise Resource Planning system

A group International – Seoul, South Korea June 2010 – July 2010

Intern, Architectural design company

- Drew plans for factory using Auto-Cad and Illustrator, and made models of the factory in miniature
- Investigated construction materials to compare qualification

EXTRACURRICULAR ACTIVITIES

Volunteer of Data Science Club – Student Club at University of Texas at Dallas August 2018 – Present

Volunteer of Marketing Analytics Club – Student Club at University of Texas at Dallas August 2018 – Present

Supporters of Korea Exchange (KRX) – Public company for managing Korea stock market October 2012 – March 2013

- Monitored the stock market in South Korea, Caught groundless online rumors and made weekly reports
- Performed public relations for Korea Exchange by organizing events, and won the excellent team award

Member of Sungkyun Financial Investment Club – Student Club at Sunkyunkwan University September 2012 – July 2013

Military Service for Republic of Korea Army February 2018 – January 2010

TEACHING EXPERIENCE

Volunteer in Seoul Donghaeng Project March 2013 – June 2013

- Instructed mathematics and English for middle school students (14 - 15 year-old students)

Volunteer in Junior Achievement Korea March 2012 – July 2012

- Instructed basic economy for elementary school students (13 year-old students)

Mathematics and English tutor for high school students March 2011 – November 2012

TECHNICAL SKILLS

SOFTWARE/TOOLS	Microsoft Office (Word, Excel, PowerPoint, Outlook), Adobe Analytics
PROGRAMING LANGUAGES	Python, R
STATISTICAL TOOLS	R, SAS, Stata
GRAPHICAL TOOLS	Tableau, R-Shiny, Photoshop, Illustrator, Auto-Cad, Rhino, Sketch-up
DATABASE	Oracle SQL, MySQL, No SQL (Mongo DB), Cloudera Hadoop (Impala, Hive)