

Byungjoo (Daniel) Kang

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PROFILE

Data driven analyst with experience turning marketing, product, and operations data into clear recommendations. Graduate training in business analytics and hands on work in experimentation, dashboards, and statistical modeling to quantify impact and help leaders decide where to focus.

Skills: SQL, Python, Power BI, ETL & Data pipelines (AWS, Azure), Tableau, Excel, PowerPoint

Certifications: Google Data Analytics Professional, Microsoft Azure AI Fundamentals

EDUCATION

Purdue University, Daniels School of Business

West Lafayette, IN

Master of Science in Business Analytics and Information Management

August 2026

Relevant Coursework: Business Analytics, Project Management, Spreadsheet Optimization, Data Mining

Purdue University, Daniels School of Business

West Lafayette, IN

Bachelor of Science in Business Analytics and Information Management, GPA: 3.85/4.0

December 2024

Awards: Dean's List - Fall 2022, Spring 2023, Fall 2023, Spring 2024 (Graduated with Distinction)

PROFESSIONAL EXPERIENCE

Jambo

Seoul, South Korea

Data Analyst

May 2025 - August 2025

- Engineered key drivers of user churn through funnel and cohort analysis, translating findings into budget allocation and product prioritization decisions that improved overall acquisition efficiency and retention performance.
- Designed and analyzed geo split experiments and multivariate bid tests, applying regression-based lift analysis to validate incrementality and reduce CPC by 27% while maintaining conversion volume.
- Built the underlying analytics foundation by partnering with product and engineering to define event taxonomies and instrument tracking, enabling retention curve and survival analyses that identified critical churn moments and informed three features that increased retention from 22% to 53%.

Mayacrew

Seoul, South Korea

Data Analyst

May 2024 - August 2024

- Assessed acquisition effectiveness and segment economics by synthesizing ad and web data and conducting funnel and cohort analyses, delivering strategic recommendations that increased digital conversion rates by 15%
- Built Tableau and Excel dashboards for B2B engagement KPIs and advised senior leadership on acquisition and retention strategy through clear trade off scenarios, reducing manual reporting time by 40% and shifting budget toward the highest ROI B2B segments.

Pom Education

Seoul, South Korea

Deputy Team Leader & Instructor

July 2019 - Feb 2022

- Led student acquisition and consultation efforts by analyzing enrollment funnel and parent decision drivers, contributing to over 500% growth in student enrollment within two years.
- Built and maintained a performance tracking system for 1,500+ students using Excel dashboards, analyzing progress, retention, and outcome metrics to identify learning gaps and optimize instructional strategies, improving average student performance by 26%.

ACADEMIC PROJECTS

Graduate Data Science Researcher

West Lafayette, IN

The Data Mine, Purdue University

August 2025 – Dec 2025

- Identified high-risk and high-opportunity SKUs by analyzing backlog signals, demand patterns, and operational KPIs, translating insights into backlog prioritization and inventory decision support for business stakeholders.
- Built an integrated analytics solution combining an interactive dashboard and a predictive reorder likelihood model, enabling real-time visibility into SKU-level risk and opportunity across the inventory pipeline.

Utilization Analysis and Forecasting Project

West Lafayette, IN

Applied Materials Inc.

January 2024 - May 2024

- Diagnosed semiconductor equipment utilization patterns by combining time series analysis with macroeconomic indicators (e.g., customer CapEx), uncovering leading demand signals and delivering insights through dashboards for operations and planning stakeholders.
- Built an ensemble forecasting model (Random Forest + XGBoost) to predict utilization rates, achieving a 13% improvement over the incumbent model and supporting more accurate demand forecasting and capacity planning.