

DONGWOOK CHUN

Philadelphia, PA 19122 | tun48486@temple.edu

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 – <i>Semi-Finalist (out of 230+ teams)</i> <i>Hosted by Major League Baseball and Adobe</i>	October 2019
The Ultimate Data Science Challenge 2019 – <i>Finalist (out of 120+ teams)</i> <i>Hosted by Lennox International and Data science club at University of Texas at Dallas</i>	April 2019
Intelligence Analytics Challenge 4.0 – <i>Finalist (out of 70+ teams)</i> <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 <ul style="list-style-type: none">Extracted business problem and insights from a large collection of web dataEstablished segment and personalized target group, and analyzed each group's behaviorConstructed marketing strategies for each target groupMonetize 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) <ul style="list-style-type: none">Performed text mining and sentiment analysis of positive and negative review using hotel review dataDetected relationship of each word in reviews, using network visualizationIdentified significant factors affecting reviewer's score, and predicted reviewer's score using machine learningEstablished User Interface (R Shiny) for comparing each hotel's sentiment analysis	May 2019
Kickstarter Analysis using SAS <ul style="list-style-type: none">Identified important factors determining the success of crowdfunding for each categoryStreamlined Exploratory Data Analysis, Descriptive Analysis, and Hypothesis TestConducted 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 <ul style="list-style-type: none">Constructed strategies using regression model for panel data of store, customer, and billing for Lennox International to boost sales ordersForecasted each store's sales using time series analysis with ARIMA, ETS modelsExecuted decision tree and logit model to identify crucial aspects for achieving the store's goalEstablished User Interface (R Shiny) for staff members for sales forecasting	April 2019
Box-office Performance Analysis using R <ul style="list-style-type: none">Identified significant factors for performance of movies using regression modelText mining for keywords and plots of movies and visualized frequent words	April 2019

