



Chiyul Song

DATA ANALYST

ABOUT ME

I'm Full-Stack Data Analyst having +9 Years Of Experience building business intelligence and analytics solution in enterprise. I'm self-motivated and passionately curious, especially about how data can be used to inform actionable insight. I believe every decision better because of data.

CONTACT

✉ chiyulsong@gmail.com

🌐 www.chiyul.com

📍 Boston, MA

EDUCATION

Master of Buseinss Administration

KAIST, Korea

2014 - 2016

Bachelor of Sceience, Physics

Inha Univ, Korea

2005 - 2012

SKILLS

- Python
- AWS Sagemaker
- SQL
- Tableau Desktop
- Tabelau Prep
- Microsoft Excel(VBA)
- HTML/CSS

WORK EXPERIENCE

• Data Analytics Manager (Lab 2:22)

Nike | Boston, MA | Nov 2021 - Present

Lab 2:22 team is under Nike Advanced Analytics team focusing on demand sensing, predictive analytics, and inventory optimization. As a Data Analytics Manager, I closely collaborate with Data Scientists and Software Engineers in a squad for translating business problem statement into data architecture, KPIs, and reporting. I'm working with agile methodologies(Jira, Scrum), cloud environment(AWS), and source control(github).

- Develop SQL queries(Snowflake) and ETL jobs(Sagemaker) to monitor data pipelines.
- Validate data integrity, unit testing, data quality control, modeling and documentation
- Build and deploy data visualization report(Python) and dashboard(Tableau)

• Data Analytics Manager (Asia Pacific & Latin America)

Nike | Beaverto, OR | Mar 2019 - Nov 2021

I managed multiple projects from various business stakeholders such as Planning, Merchandising and Inventory operation team. I supported them by executing quantitative analysis to drive analytic solution based on the data.

- Design and develop data visualization(Tableau) and reporting(Jupyter Notebook)
- Managing dashboards including training, measuring adoption, and establishing metrics
- Create analytic tools(Excel VBA, and Python) for supporting non-technical stakeholders

• Marketplace Intelligence Analyst

Nike | Seoul, Korea | Aug 2016 - Mar 2019

As a Marketplace Intelligence Analyst, I focused on products and marketplace analysis. I introduced new tools to the team such as Tableau, VBA and python for automating manual work. In addition, I coached junior analysts from the mentoring program as an one team culture.

- Provide daily/weekly/monthly insight reports and dashboards across the business
- Create geographical(Glboal Key City: Seoul) report with analyzing store distribution and marketplace trend
- Partner with cross functional teams such as Sales(Descriptive analysis), Merchandising(Products), Finance(QBR), and Marketing(Consumer Trend).

• R&D Engineer

LG Display | Seoul, Korea | Jan 2012 - Feb 2014

As a semiconductor research engineer, I was in charge of OLED TV developing. Conducting data modeling and simulation of light emitting diode features by Matlab and LabView.