

HYUNJIN NAM

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Data Scientist/ Data Analyst with 5+ years of experience in designing experiments, developing predictive models, and uncovering actionable insights across tech and digital platforms. Strong experience in applying machine learning, analytics engineering, and data governance practices to drive business value.

- Python, R, SAS
- SQL, Snowflake, DBT
- Tableau, Power BI
- AWS, Docker, Git
- Statistics
- Machine Learning

EXPERIENCE

DATA ANALYST

Tele2 | Stockholm

2019 NOV – PRESENT

As part of the Commercial Analytics team, I transform business questions into data-driven solutions that guide strategic decisions across product, marketing, and content initiatives.

- Executed **A/B tests** to optimize marketing strategies and communication- e.g., tested sports vs. film imagery impact on advertisements conversion rates.
- Developed **machine learning models** (Python, Scikit-learn) to predict cross-sell, churn, and up-sell opportunities, increasing TV sales conversion and contributing SEK 14M to annual revenue.
- Performed comprehensive **data analysis** to uncover KPI across sales and customer behavior, presenting insights and recommendations to cross-functional stakeholders.
- Built and maintained interactive **Tableau dashboards** for real-time performance tracking across multiple business units.
- Designed and maintained scalable **data models and analytics solutions** using SQL, dbt, and Snowflake.
- Collaborated with product managers, data engineers, and content teams to align analytics with strategic goals.

AI DEVELOPER

BYON8 | Stockholm

2019 JAN – 2019 NOV

Byon8 is a health tech start-up company using artificial intelligence in medical diagnostics. Byon8 provides diagnostic suggestions from the AI engine to ensure secure diagnoses, recommendations and treatments.

- Developed a machine learning model for diabetes risk prediction.
- Conducted statistical analysis on clinical and demographic data to improve the accuracy of AI-powered medical diagnostics.
- Collaborated with software developers and medical professionals to integrate data-driven insights into the core platform.

COURSE INSTRUCTOR

Hansung University | Seoul, South Korea

2020 JUL – 2020 DEC

Taught a statistics distance course "Basic Statistics and Data Science with R" at Hansung University. The course is consisted of 7 online lectures including laboratory sessions with R.

- Designed and delivered a university-level course: "Basic Statistics and Data Science with R."
 - Taught students essential statistical analysis and visualization techniques using R (dplyr, ggplot2, GLM).
 - Provided hands-on coding exercises and lab sessions to reinforce practical applications of statistical methods.
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EDUCATION

Master's degrees in Statistics

Uppsala University
2017 Aug - 2019 Aug

Bachelor's degrees in Statistics

University of Seoul
2013 Jan - 2017 Jul

CERTIFICATES

- SQL for Data Science, Coursera, University of California
 - ML Practitioner Certificate, Dataiku
 - MongoDB Basics Course, MongoDB
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