

Soyeon Hwang

Data Analyst | Analytics Engineer

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Data Analyst with hands-on experience building Python and SQL solutions that automate business workflows. Developed data pipelines connecting Amazon and Oracle systems, created dashboards, and delivered actionable insights. Skilled at translating business needs into scalable analytics solutions that improve operational efficiency.

EXPERIENCE

Wakefield's Inc.

Anniston, AL

Data Scientist Intern

May 2026 – Aug 2026

- Built an end-to-end inventory allocation pipeline using Python, SQL, JavaScript, and Oracle, automating Amazon FBM order ingestion, ETL preprocessing, inventory matching, and recommendations across 10+ retail stores.
- Developed automated data pipelines connecting Amazon order data with Oracle inventory databases, enabling the Internet Sales team to process 80+ daily orders while reducing manual inventory matching by 85%.
- Designed optimized SQL queries across Oracle inventory and pricing tables to identify stock and recommend the most effective fulfillment locations, accelerating order routing and improving operational efficiency.
- Collaborated with operations and fulfillment teams to analyze existing workflows and implement automation solutions that reduced inventory verification time by an estimated 20+ hours per week.

Jacksonville State University

Jacksonville, AL

Graduate Research Assistant

Feb 2025 – May 2026

- Processed and transformed large-scale U.S. Census, financial, and regional economic datasets using Python and Excel, producing analytics-ready data for business analysis and economic development initiatives.
- Produced 10+ analytical reports by translating cleaned and validated datasets into actionable insights, supporting data-driven decision-making for business owners and the Center for Economic Development across East Alabama.
- Standardized metadata, data structures, and analytical assumption, improving consistency and efficiency.

CJ ENM

Seoul, South Korea

Data Analyst

Dec 2023 - Apr 2024

- Developed Excel- and Python-based dashboards and analytics-ready datasets to automate company-wide weekly KPI reporting, enabling faster performance monitoring and marketing decision-making.
- Designed a traffic signal performance framework using absolute and relative growth metrics to benchmark competitor artists, allowing stakeholders to rapidly identify high-performing artists and prioritize marketing strategies.
- Applied statistical anomaly detection (Z-score) to validate data quality across multiple data sources, improving reporting accuracy by 20% and increasing confidence in company-wide business insights.
- Prepared and delivered end-to-end weekly reporting packages, including cleaned datasets, dashboards, and visual summaries, transforming complex data into actionable insights for company-wide stakeholders.

EDUCATION

Jacksonville State University

Jacksonville, AL

M.S. Computer Systems and Software Design | GPA: 4.0 / 4.0

Jan 2025 - Dec 2026 (*Expected*)

Awarded full scholarship and stipend

Kookmin University

Seoul, South Korea

Bachelor of Business Administration | Minor in Computer Science

Mar 2019 - Aug 2024

Exchange Program in Jacksonville State University with a full scholarship

Aug 2022 - Dec 2022

SKILLS

Technical Skills : Python (Tensorflow, PyTorch), SQL(Oracle SQL), R, Excel, Git

Data : ETL, Data Modeling, Data Cleaning & Preprocessing, Exploratory Data Analysis (EDA),
Dashboard Development, Data Visualization, Data Reporting

Soft Skills : Attention to detail, Documentation, Communication, Continuous Learning

PROJECT

Alabama Labor Market ML Analysis

Jan 2026 - Apr 2026

Analyzed county-level labor market disparities and COVID-19 employment impacts using Python and machine learning models. Developed predictive models and interactive visualizations to identify regional workforce trends and support data-driven insights.