Tae Yi Ham

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Professional Summary

Korean-English bilingual Data Science and Political Science student at GWU who analyzes and validates data in Python, SQL, and R and builds automated Excel reports. Market research intern who turns findings into clear recommendations for non-technical audiences.

Education

The George Washington University Washington, DC
Bachelor of Science, Double Major in Data Science and Political Science *Expected Dec 2026*
Relevant Coursework: Data Mining, Data Visualization, Data Warehousing, Python, Mathematical Statistics

Skills

Languages: Python, R, SQL, Cypher
Databases: SQLite, Neo4j
Reporting & Visualization: Excel (automated reports, comparison formulas), ggplot2, R Shiny, Streamlit
Methods: Data Cleaning, Data Validation, Regression, Lasso, PCA, Market and Consumer Research

Selected Projects

Higher Education Outcomes Analysis (Capstone) Fall 2026 | Ongoing
R | Python | SQL (SQLite) | Excel (openpyxl)
- Analyzed how cost, financial aid, and selectivity relate to college completion and earnings using College Scorecard data in R with regression, cross-validated Lasso, and PCA; cost was positively and Pell Grant share negatively associated with both outcomes.
- Audited 6,273 institution records in Python and SQLite, checking duplicate IDs, missing values, and inclusion rules; reproduced all four analysis-sample counts and exported results to CSV.
- Generated an Excel validation report with openpyxl, containing 4 sheets and 8 comparison formulas.

Spotify Music Graph Analysis Spring 2026
Python | Neo4j | Cypher | Team Project
- Handled most of the team's data cleaning and graph modeling, structuring tracks, artists, albums, and genres as connected nodes and relationships in Neo4j.
- Wrote Cypher queries for 7 query tasks and measured each query's runtime across 10 repeated trials to compare performance.

Coca-Cola and Pepsi Sentiment Analysis Fall 2025
Python | Sentiment Analysis | Streamlit | Team Project
- Collected and prepared social-media sentiment data and wrote Python sentiment scripts to track changes in public opinion.
- Built Streamlit dashboards comparing sentiment with stock-price trends, focusing on descriptive rather than predictive analysis.

Global Beauty Spending Analysis Summer 2025
R | R Shiny | ggplot2
- Integrated socioeconomic indicators and manually compiled beauty-spending estimates for 50 countries to compare markets.
- Built an interactive dashboard with regional filters, scatterplots, trend lines, and correlations; documented data limitations.

Experience

Marketing Associate Intern Jun 2026 – Aug 2026
Lono Inc. *Seoul, South Korea (Hybrid)*
- Researched 30 competitor products to identify skincare trends, target audiences, and product positioning opportunities.
- Evaluated 10 potential influencer partnerships on audience fit, content style, and brand relevance to support recommendations.
- Translated 50 marketing, presentation, and editorial materials from Korean to English.

Student Reporter Jul 2022 – Dec 2022
The Korea Daily *Remote (U.S.)*
- Wrote 10 interview-based articles drawing on multiple sources; top article received 20,000+ views.

Editorial Intern Jul 2021 – Dec 2021
May Tree Company *Seoul, South Korea*
- Used keyword, competitor, and market research to plan content for 3 websites, 5 Instagram accounts, and 7 blogs.

Languages

Korean: Native/Bilingual | **English:** Fluent