JOHN TONG
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GitHub | LinkedIn

TECHNICAL SKILLS

Programming Languages:	Python.
Libraries & Frameworks:	Scikit-learn, TensorFlow, XGBoost, Keras, Streamlit, Pandas, NumPy.
Machine Learning:	Linear/Logistic Regression, Random Forest, K-Means, PCA, DBSCAN.
Deep Learning & NLP:	CNNs, LSTMs, RNNs, NLP.
Statistical Analysis:	T-Tests, ANOVA, Chi-Square, Correlation, Econometrics.
Data Visualization Tools:	Power BI, SPSS, Plotly, Figma.

PROFESSIONAL EXPERIENCE

Freelance Data Scientist | April 2025 – Present
- Built a loan approval system that predicts which applications to approve, saving review time.
- Tested 3 different models, picked the best one, then explained why it makes certain decisions
- Delivered a working Streamlit user interface for the client to actually use

PROJECTS

Car-Price Predictor (Python, Streamlit, Regression)
- Built a model that predicts used car prices with 88% accuracy, handles messy data like missing values and outliers.
- Added SHAP analysis so users can see exactly why a car is priced that way.
- Made a simple web interface where anyone can get instant price estimates.

RFM Based Customer Segmentation (Python, K-Means, Clustering)
- Analysed 500,000+ purchase records and split customers into 4 groups: big spenders, people about to leave, loyal regulars, and lost customers.
- This helps companies know who to send promotions to and who needs a reason to return
- Used Elbow method to pick the right number of groups.

House Price Prediction (Python, Streamlit, Regression)
- Built a model achieving 88% R^2 score on a real housing dataset
- Fixed skewed data, created new features, capped outlier influence, handled missing values — cutting error rate by 5%
- Built traditional and neural network models for best overall performance

Meta Ads Dashboard (Power BI)
- Tracked Facebook ad performance: 216k impressions, 11.6% click rate, 5.1% conversions.
- Found out that video ads delivered highest engagement, women 18-30 engage most, but sales drop off after the click.

HR Analytics Dashboard (Power BI)
- Built an HR dashboard tracking performance ratings, compensation, turnover, and employee details across the company
- Found that experience matters: employees with 20+ years scored highest on performance reviews.
- Identified a downward trend in sick days and absences across consecutive years

EDUCATION

Makerere University | 2022 - 2024