

# NORMAN LO

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## SUMMARY

Data scientist with several years of experience in academic research and data analysis. Experienced in data management and statistical packages, such as Javascript, Python, R, Stata, MatLab, E-View, VBA, and SQL. Motivated to bring background in academic research and ability to build econometrics models with visualization to enhance decision-making and achieve company goals.

## TECHNICAL SKILLS

**Languages:** Javascript, Python, R, Stata, E-View, MatLab, SQL, noSQL, VBA

**Data Manipulation & Visualization:** pandas, matplotlib, seaborn, Tableau, Plotly, D3, ggplot2, scikits, sicpy

**Database:** mySQL, postgreSQL, mongoDB, SQLAlchemy

**Other:** Git, Flask, command line, machine learning, big data analysis

## PROJECTS

### Research Paper Web Scraping Project (Lead of the Research Team at USF)

- Use BeautifulSoup and Splinter scraping the early-childhood research papers from different web sites.
- Store data into database and analyze data with Numpy and Scipy.

### Shopping Recommendation App (Lead of the Independent Web Development Team)

- Built a full function web/mobile application to enhance in-store shopping experience.
- Used machine learning (logistic regression and Xception model) to make recommendation to in-store customers.

### World Happiness Project (Individual Contributor)

- Built a back-end API with SQLAlchemy and Flask for data request.
- Created front-end data product to request data from the API and provided visualizations for clients.
- Demonstrated the correlation between happiness and income inequality across 156 countries.

### Public Health Scores & Yelp Customer-Based Rating (Independent Research Project)

- Analyzed the restaurants' public health score and Yelp customer-based rating in San Francisco.
- Pulled and stored data from Yelp API and SFDPH on over 2000 restaurants into SQL database.

## EXPERIENCE

Data Scientist, Code with Corgis, San Francisco (2019 – present)

- Support product and leadership teams with insights gained from analyzing company data.
- Utilizing statistics learning to drive optimization and improvement of product development and business strategies.
- Develop custom data models and algorithms to apply to data set.
- Using A/B testing framework and test model quality.
- Develop processes and tools to monitor and analyze model performance and data accuracy.

Adjunct Faculty, DVC, SFSU, USF, CCSF, Metro. State University (2015 – present)

Student Equity Economics Advisor, City College of San Francisco (2017 – present)

Native English ESL Teacher, South Korea (2010 – 2013)

Merchandising Manager, First Global International Ltd, Hong Kong (2007 – 2010)

## EDUCATION

**Bootcamp Certificate:** U.C. Berkeley Extension, San Francisco

A 24-week intensive program focused on gaining technical programming skills in Excel, VBA, Python, R, JavaScript, SQL Databases, Tableau, Big Data, and Machine Learning.

**M.A. in Economics:** San Francisco State University, San Francisco

**B.A. in Economics:** San Francisco State University, San Francisco