Tiger (Jinghao) Teng

Working Samples

UNC Strength and Conditioning

Men's Lacrosse Practice Report (Power BI): [Men's Lacrosse Practice](#)
Men's Lacrosse Performance Report (Power BI): [Men's Lacrosse Performance](#)

Rams Club

Digital Marketing Dashboards (Tableau): [Digital Marketing Dashboards](#)

University Projects

Analyzing the Indian Urban Housing Market: A Predictive Modeling Approach
- Employed Linear Regression, Polynomial Models, and Elastic Net in R to predict rent prices and Binary Regression and KNN Model to predict tenant preferences.
- Applied data transformations, feature extraction, model optimization, and cross validation techniques.
- Gained proficiency in pattern identification, predictive modeling, and interpretation of model results.

[India Housing Market Project](#)

https://github.com/TigerTeng1024/TigerTeng/blob/main/India%20Housing%20Project.html

NBA Game Prediction: Spread, Total, and OREB
- Utilized nbastatR package, Kaggle, and web-scraping to compile NBA statistics.
- Conducted variable modification, new metric creation, and variable selection for model refinement.
- Created and evaluated models, including Linear, Poisson, Ridge, and Polynomial models, for game prediction.

[NBA Game Prediction](#)

Level Up: Live Through Live Sports – ESPN x UNC Sport Administration
- Developed innovative marketing strategies for ESPN's Women's Sports platform, Level Up.
- Executed primary and secondary market research, identifying target markets for Women's Sports.
- Proposed AI-integrated marketing campaigns and identified potential sponsorships.

[ESPN Level Up](#)

NBA Players' Popularity Problems - Analyzing the Impact of Player's Social Media Popularity on Their Salary
- Designed a hierarchical regression model to investigate and compare the influence of social media popularity and player on-court performance on salary.
- Interpreted the analysis, forecasted the implication, and presented poster in 2023 Celebration of Undergraduate Research and University Research Week.

[Poster](#)   [Presentation Slides](#)