**Tiger (Jinghao) Teng**

**Working Samples**

**UNC** Strength and Conditioning

Men’s Lacrosse Practice Report (Power BI): [Men's Lacrosse Practice](https://github.com/TigerTeng1024/TigerTeng/blob/main/UNC%20MLAX-GPS%20analysis25.pdf)

Men’s Lacrosse Performance Report (Power BI): [Men's Lacrosse Performance](https://github.com/TigerTeng1024/TigerTeng/blob/main/Men's%20Lacrosse%20Performance.pdf)

**Ra**ms Club

Digital Marketing Dashboards (Tableau): [Digital Marketing Dashboards](https://github.com/TigerTeng1024/TigerTeng/blob/main/Rams%20Club%20Dashboards.pdf)

**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://htmlpreview.github.io/?https://github.com/TigerTeng1024/TigerTeng/blob/main/India%20Housing%20Project.html)

<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](https://github.com/TigerTeng1024/TigerTeng/blob/main/NBA%20Game%20Prediction%20Project.pdf)

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](https://github.com/TigerTeng1024/TigerTeng/blob/main/ESPN%20Project.pdf)

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](https://github.com/TigerTeng1024/TigerTeng/blob/main/EXSS327%20Group%20Project%20Poster.pdf) [Presentation Slides](https://github.com/TigerTeng1024/TigerTeng/blob/main/EXSS%20327%20Group%20Slides.pdf)