

Ash Wan

Data Scientist

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EDUCATION

M.S in Applied Data Science

Syracuse University
Graduation: Dec 2022

B.S in Web & Mobile Computing

Rochester Institute of Technology
Minor: Digital Business
Graduation: Dec 2017
Dean's List: Fall '15 - Fall -17

SKILLS

CODING LANGUAGES

Python
R
SQL
MySQL
Java
C#
C/C++
HTML/CSS
JavaScript
PHP

PACKAGES/LIBRARIES

Pandas
NumPy
Google Analytics
Google APIs
Google Ads
AWS APIs

IDE

RStudio
Tableau
MS Power BI
Jupyter
Git
Excel
Unity
Visual Studios
Android Studios

MACHINE LEARNING

Supervised Learning:

Decision Tree, SVM, Naive Bayes

Unsupervised Learning:

k-means, Association rule mining

EXPERIENCES

PROGRAMMER/INTERACTIVE DEVELOPER - MG Lomb Advertising

Dec '17 - Present

Providing expert analysis on client's SEO/SEM campaigns, including competitor research, increase web traffics and conversions and optimization of search phrases on websites using analytical tools such as Google Analytics and Moz and creating reports using Microsoft Excel.

Developing interactive experiences such as touch screen experience and Virtual Reality (VR) experiences on Oculus devices through Unity and/or Adobe Animate.

Managing company's dedicated server, managing emails hosted on said server and providing support for various technical issues for company and clients.

Developing websites for clients based on their specifications through WordPress or other desired CMS as well as using regular web tools such as HTML/CSS, PHP, JavaScript and SQL or MySQL. Usually is paired with a designer to develop a clean UI/UX.

WEB DEVELOPER - Freelance

Jan '16 - Present

Developing websites for clients based on their specification, such as migration of websites between hosting sites (GoDaddy, BlueHost, GatorHost), create e-commerce websites using Shopify, redesigning websites or updating/consolidating MySQL databases.

Using Google Maps API and Google Places to display maps and restaurant locations on website through WordPress theme map capabilities.

Providing additional support for maintaining websites, servers and any other technical issues.

PROJECTS

Customer Personality Analysis: Analysis of Company's Ideal Customers

For this project, my team set out to find out which type of demographics were the best customers and if we were able to predict who are the good customers as well as how likely a customer were to accept promotion emails. This project was done using R.

First part of the project was to run analysis skills such as creating plots highlighting the data and using multiple regression model to find which variables drives the data. Second part of the project is using supervised and unsupervised learning such as K-Means and Decision trees to support our claims.