Brandon Wong
Los Angeles, CA – 626-223-4182 – bwong109@usc.edu - *Portfolio*

EDUCATION

University of Southern California, Los Angeles, CA   Exp. Graduation: May 2025
    Viterbi School of Engineering   *Cumulative GPA:* 3.8
    Bachelor of Arts, Data Science   *Major GPA:* 4.0
    Dornsife College of Letters, Arts, and Sciences
    Bachelor of Arts, Cognitive Science (Artificial Intelligence Focus)
    Honors: Dean's List

Relevant Skills: SQL, Python, Pandas, Tableau, PowerBI, Git, Github, Excel, Jupyter, C++, Spark, Machine Learning, Amazon Web Services (AWS EC2, DynamoDB), SAP HANA, Snowflake, MySQL

RELEVANT EXPERIENCE

Southern California Edison, Pomona, CA
Data Science Intern   May - Aug 2024
- Developed a classification model on 100+ million rows using k-means clustering and k-fold cross-validation, achieving 85% accuracy in assigning nominal meter voltage across multi-voltage range meters
- Designed and implemented visualizations in Snowflake and other BI tools to provide actionable insights, facilitating data-driven decision-making
- Organized and analyzed data from Microsoft Access/Excel databases to identify trends in premium time, leading to a 24% reduction in company expenditures by optimizing time allocation towards substations

MarketCast, Los Angeles, CA
Data Science Intern   Jun - Aug 2023
- Conducted market research on datasets with 10,000+ responses, identifying insights that increased ad engagement
- Created Python program to streamline data extraction, reducing processing time by 50%, while ensuring proper data cleaning and execution of 10+ data science projects
- Implemented multivariate testing and A/B testing methodologies, evaluating the impact of various campaign elements on user behavior and engagement to improve ad retention by 21%

University of Southern California, Los Angeles, CA
Part of USC's Data Science and Cognitive Science program that integrates data analytics, machine learning, and AI

Neural Networks Research Assistant   Mar - Jun 2023
- Utilized neural networks to simulate chemical pathways and test the impact of chronic stress on the brain's reward system
- Performed weekly data analysis and literature reviews to support ongoing deep learning projects and select optimal network architectures for vision models
- Conducted extensive experiments to enhance the performance of neural network models and fine-tune hyperparameters, resulting in a 22% increase in model accuracy compared to baseline configurations

Data Analyst   Fall 2023 - Present
- Utilized SAP HANA and Python for data modeling, preprocessing, and analysis of AQI levels and asthma rates, uncovering regional trends and correlations
- Built predictive models and visualizations using SAP Predictive Analytics to deliver actionable insights into air quality's impact on public health

LEADERSHIP AND INVOLVEMENT

Delta Omicron Zeta, *Service Chair*   Aug 2022---Dec 2022
- Raised $1,000+ for The People Concern through bake sales while coordinating service events.

Theta Tau, *Active Member*   Aug 2022---Present
- Collaborate on technical projects, foster leadership, and professional networking.