Danielle Ip

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EDUCATION

University of California, Berkeley ***August 2015 – May 2019***

GPA: 3.63

B.A. Statistics

Coursework: Computing with Data in R, Probability Theory, Statistical Theory & Methodology, Principles & Techniques of Data Science (Python), Foundations of Data Science (Python)

B.A. Computer Science

Coursework: Structure & Interpretation of Computer Programs (Python), Data Structures & Algorithms (Java), Linear Algebra, Discrete Math

PROJECTS

Database – Java

Built a relational database management system & domain specific language similar to SQL with the ability to create tables, load, store, drop, insert, print, select, and perform simple joins

Twitter Analysis – Python

Used Twitter Developer API keys to mine 3k tweets from the current Commander in Chief's account. Cleaned and transformed the data from .JSON files to tokenized text objects. Conducted sentiment analysis, source inconsistencies and validated findings with press releases. Visualized the data and communicated results in a jupyter notebook.

K-NN for Song Classification - Python

Used BoW and one hot vectorization of song lyrics to determine if their genre was hip hop or country. Performed feature engineering using a set of 20 distinct words to customize the classifier. Was able to achieve a 72% success rate.

PokemonGO & Prediction – R

Scraped and cleaned instances of PokemonGO Pokemon spawns. Implemented a prediction model and tested correlations between variables of time, location, and type against the null hypothesis. Visualized data and communicated findings in a written report and poster. Was a group project with 4 others.

Women's Health Consulting - Powerpoint, Excel

Recommended product and positioning changes--dynamic pricing structures and brand consolidation-- based on robust analysis of user and client behaviors. Worked with financial and industry data, Porter's Five Forces, product strategy, and market situation frameworks to give actionable suggestions for 25% increases in revenue and methods of nationwide expansion.

SKILLS

Programming Languages: Python (SciPy stack, nltk), Java, R, Git/Bash, SQL

Software: Jupyter Notebook, Tableau, Microsoft Office Suite, Adobe Photoshop