Ethan Tsao

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EDUCATION

University of California, Santa Barbara   **Santa Barbara, CA**
B.S. in Statistics & Data Science, Technology Management (TMP)   *Sep. 2022 - June 2026*
Relevant Courses: Principles of Data Science in R, Statistics & Probability (I & II), SAS Base Programming, D.S. & A

WORK EXPERIENCE

UCSB Alumni Affairs   **Goleta, CA**
Intern   *October 2024 - Present*
- Managed event operations, including setup, clean-up, and coordination of AV equipment, ensuring smooth execution.
- Provided excellent customer service to event hosts, assisting with on-site needs and maintaining policies during events.
- Oversaw the building during events outside regular campus hours, using data entry for timely event documentation.

Quickly Corporation   **Pleasanton, CA**
Crew Member   *June 2021 - May 2022*
- Worked with a team of 6 in executing store duties and crafting customer service strategies, leading to a 14% revenue increase within 2 weeks and consistently surpassing monthly revenue targets set by the store manager and company.
- Assisted in onboarding 3 members, providing comprehensive training in customer service and protocols over 2 weeks.
- Proposed a customer feedback initiative, analyzing customer input from Yelp and Google using Excel and identifying areas for improvement, resulting in a 0.3-star rating increase on Google reviews after a month of implementation.

Norcal Volleyball Club   **Pleasanton, CA**
Assistant Coach   *June 2021 - May 2022*
- Assisted in coaching 14 boys on basic volleyball skills, rules, and positioning through drills during practices and developed schedules for over 20 practices while helping organize the team's participation in 3 regional tournaments.
- Tracked players' live performance statistics while providing feedback for continuous improvement using Huddl.
- Recorded 10+ hours of game footage for analysis, contributing to enhanced player performance and team success.

PROJECTS

YouTube API Data Analysis   *June 2024*
- Utilized YouTube API to analyze video statistics, providing actionable insights into factors driving video performance.
- Created detailed visualizations using Matplotlib and Seaborn to highlight view counts, like ratios, and upload times.
- Applied various NLP techniques to generate WordClouds and identify content trends to enhance creative strategies.

SQL Restaurant Analysis   *June 2024*
- Analyzed customer data from a restaurant to identify spending behavior and preferences using advanced SQL queries.
- Enhanced PostgreSQL skills by generating comprehensive datasets and developing complex queries with explanations.
- Provided actionable insights with detailed explanations to support the expansion of an optimizable loyalty program.

ORGANIZATIONS

Delta Sigma Pi - Rho Sigma Chapter   **Santa Barbara, CA**
VP Professional Activities   *Feb. 2024 - April 2024*
- Participated in various service projects and community outreach initiatives to demonstrate civic responsibility.
- Led a team of five in creating a professional event with a speaker from NASA JPL for 50 organizational members.
- Collaborated with other members to organize and host fundraising events to generate funds for charitable causes.

SKILLS & INTERESTS

Technical Skills: Languages: Python, R, SQL, SAS | Machine Learning: TensorFlow | Big Data: Apache Spark, Hadoop | Data Visualization: Tableau | Environments: GitHub, Jupyter, Colab | Productivity: G-Suite, MS Office

Interests: Data Engineering | Business Analytics | FinTech | Artificial Intelligence | Machine Learning | Risk Analysis

Hobbies: Volleyball | Hiking | Weightlifting | Calisthenics | Traveling | Music Production | Gaming | Fantasy Sports