

HENRY JIA

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EDUCATION

University of California, Berkeley

May 2024

B.A. Major in Data Science with Business and Industrial Analytics Domain Emphasis

GPA: 3.71

Relevant Coursework: Data Mining and Analytics, Data Engineering, Principles & Techniques of Data Science, Data Structures, The Structure and Interpretation of Computer Programs, Linear Algebra & Differential Equations, Foundations of Data Science, Principles of Business

PROFESSIONAL EXPERIENCE

Samsung

Berkeley, CA

Technology Consultant

September 2022 - Present

- Identified pain points for the in-person Samsung store experience through market research and insights from on-site research
- Recommended and presented innovative strategies to attract more Gen-Z consumers, such as elevating the in store interior design
- Currently collecting and analyzing customer survey data regarding in-person Samsung store experience as well as internal data

Creative Artists Agency

Berkeley, CA

Technology Consultant

September 2022 - Present

- Scraped data from raw HTML files using BeautifulSoup from 5 websites and performed data engineering and cleaning techniques
- Currently building dashboards for 100+ baseball players using Tableau with distinct data visualizations to maximize marketability

Coded Minds

Berkeley, CA

Marketing Consultant

March 2021 - June 2021

- Performed SWOT analysis on 10 competitors in the online education industry to find opportunities for entry into the market
- Analyzed survey data of 100+ consumers to gauge the preferences of the market regarding pricing, learning format, and video content
- Revamped curriculum and marketing strategies to better target college students and improve consumability and accessibility

PERSONAL PROJECTS

Titanic Survival Predictor

Berkeley, CA

Python

September 2022

- Built a random forest model using Scikit-learn that finished in the top 20% of a Kaggle competition with a test accuracy of 78%
- Implemented exploratory data analysis, feature engineering, feature selection, one-hot encoding, transformations, and cross validation

Lahman's Baseball Database Analysis

Berkeley, CA

SQL

October 2022

- Performed data engineering techniques including entity resolution and interpolation to gain insights on Lahman's Baseball Database
- Utilized optimization techniques including views, indexes, and join approaches to minimize query execution cost and time

LEADERSHIP EXPERIENCE

Future Business Leaders of America - Berkeley Phi Beta Lambda (FBLA - PBL)

Berkeley, CA

Technology Chair

June 2022 - Present

- Designed and taught a curriculum covering data analytics, Pandas, Seaborn, Plotly, front-end web development, and UI/UX design
- Built a Slack Bot that randomly assigns coffee chats between club members for PBL's internal networking initiative "Chumming"
- Created database of past alumni's full-time jobs and implemented Visual Basic (VBA) in Excel to optimize search efficiency

Sports Analytics Group at Berkeley

Berkeley, CA

VP of Technology/Head of Data Journalism

May 2022 - Present

- Modernized club website to better attract potential applicants, increasing user engagement and number of applications by over 70%
- Currently leading 7 members to improve the UI/UX and adaptability of website as well as streamline the content publishing process
- Utilized regression modeling and other data visualization tools in R on MLB pitcher and batter data across multiple seasons to examine how a player's past performance and trends could suggest future success in this [article](#), awarded 2021-2022's Best Article

SKILLS

Languages: English (Native), Mandarin Chinese (Fluent), and Spanish (Intermediate)

Computer Programming: Python, SQL, R, Tableau, Java, JavaScript, HTML, CSS, Excel, NumPy, Pandas, Matplotlib, Plotly, Seaborn, Scikit-learn, MATLAB, Git, Bash/Shell Script