JASMINE HONG

CONTACTS (858)216-6563 hongljasmine@gmail.com https://jasminehong2392.github.io/JasmineHong/

EDUCATION

University of California, San Diego (San Diego, California)

- **B.S Data Science (September 2022- June 2026)**

SKILLS

Programming Languages : Java, Python,MySql/SQL

Tools/Framework: Jupyter Notebook, IntelliJ, Tableau, Panda,Svelte,D3.JS, Github,HTML, Python libraries (Pandas, NumPy, Scikit-learn, Plotly,NLTK,SEABORN),Microsoft Office,AWS

Machine Learning: Linear Regression, Decision Tree, Random Forests,Clustering

Statistical Analysis: Hypothesis Testing, Regression Analysis, Bivariate & Univariate Analysis,Time Series Analysis

RELEVANT EXPERIENCE

INCOMING DATA ENGINEERING INTERN AT ALLIANT INSURANCE SERVICES(JUNE 2025-AUG 2025)

BEATS BY DRE DATA ANALYTICS EXTERN| PYTHON, PANDAS,NLTK,PLOTLY,SEABORN,GEMINI AI
DECEMBER 2O24 - MARCH 2025

- Conducted qualitative and quantitative research to uncover consumer insights related to Gen Z trends, behaviors, and preferences for audio devices
- Leveraged Python and data science libraries, including NLTK and the Gemini AI natural language processing tool, to perform sentiment analysis and visualize consumer feedback across multiple audio device brands
- Delivered a comprehensive analysis report summarizing key consumer preferences and sentiment insights to address brand perception challenges in the audio device market
- Synthesized insights and presented findings through a detailed visual presentation for actionable business strategy

DELOITTE DATA SCIENCE CONSULTANT MENTEE| PYTHON,PANDAS,PLOTLY,SCIKIT-LEARN,CLUSTERING
APRIL 2024 - JUNE 2024

- Analyzed customer transaction data to uncover purchasing trends, identifying high-value customers and their behavioral patterns
- Designed and implemented a dynamic five-tier rewards program by leveraging clustering techniques and the Elbow Method to optimize customer segmentation to drive customer engagement and boost purchases during slow seasons
- Presented data insights and case study findings to Deloitte consultants, driving strategic recommendations

PROJECTS

DEXTERIA APP -UCSD PRODUCT MANAGEMENT CLUB| TABLEAU, PYTHON, PANDAS,NLTK,PLOTLY,SEABORN
DECEMBER 2O24 - JUNE 2025

- Analyzed user engagement trends for Dexteria, an app designed to support motor and cognitive skill development in rehabilitation patients
- Developed interactive Tableau dashboards to visualize engagement patterns and identify drop-off points across user segments
- Proposed data-driven feature enhancements aimed at increasing user engagement and improving therapeutic recovery outcomes
- Collaborated with cross-functional stakeholders to translate insights into actionable product design recommendations

MARVEL MOVIE RATINGS | PYTHON, PANDAS,PLOTLY,NUMPY,JUPYTER NOTEBOOK
OCTOBER 2024 - DECEMBER 2024

- Combined, cleaned, and prepared data from multiple sources, resolving missing data issues to ensure accurate analysis of production budgets, box office performance, and audience engagement
- Conducted correlation and regression modeling to uncover trends in entertainment data, identifying key factors influencing Marvel movie ratings
- Analyzed inflation-adjusted budgets and box office revenues, revealing their strong influence on Rotten Tomato scores, and provided strategic insights for optimizing production decisions

U.S. MINIMUM WAGE DATA VISUALIZATION | GITHUB, SVELTE,D3.JS,TIME SERIES ANALYSIS
JUNE 2024

- Analyzed U.S. State and Federal minimum wage data over multiple years, uncovering key historical trends and identifying two notable patterns
- Created a dynamic and engaging storytelling experience through a U.S. chloropleth map, line graphs, and narrative-driven analysis of minimum wage history and trends
- Developed an interactive, user-friendly front-end application using D3.js to highlight key insights and engage users with data-driven visuals

RECIPES DATA ANALYSIS | PYTHON, PANDAS,PLOTLY,NUMPY,JUPYTER NOTEBOOK,STATISTICAL ANALYSIS
FEB. 2024

- Cleaned and preprocessed a recipes dataset to analyze the relationship between recipe ingredients and calorie content using Python and Jupyter Notebook
- Conducted univariate and bivariate analysis and performed hypothesis testing with Plotly to uncover trends and patterns in the data.
- Performed missing data mechanism analysis to identify and address potential biases, ensuring robust and accurate insights

CLUBS & EXTRACIRRICULARS

UC SAN DIEGO PRODUCT MANAGEMENT CLUB(OCT 2024- PRESENT)
UC SAN DIEGO VIETNAMESE STUDENT ASSOCIATION (SEPT 2022- PRESENT)
FEEDING SAN DIEGO(JUNE 2021 - PRESENT)
SAN DIEGO CODING FOR ALL MENTOR(JUNE 2021- JUNE 2023)