JASMINE HONG

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EDUCATION

University of California, San Diego (San Diego, California)
- **B.S Data Science (September 2022- April 2026)**

SKILLS

Programming Languages : Java, Python,MySql/SQL,D3

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

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

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

RELEVANT EXPERIENCE

BEATS BY DRE DATA ANALYTICS EXTERN| PYTHON, PANDAS,NLTK,PLOTLY,SEABORN
DECEMBER 2O24 - PRESENT
- 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

NON-TECHNICAL EXPERIENCE

STUDENT TUTORING - INTEGRATED MATH, PRE CALCULUS, CALCULUS I & II
SEPT. 2023-CURRENT
- Organized and led an introductory summer computing camp for middle and high school students, with a focus on engaging underrepresented minorities in computer science through collaborative projects
- Collaborated with volunteers & created a supportive, inclusive environment that empowered students to explore their interests in technology

SAN DIEGO CODING FOR ALL MENTOR
JUNE 2021- JUNE 2023
- Identified student weaknesses and designed supplemental practice
- Improved student average test scores by two letter grades
- Provided feedback to parents on student's progress
- Created a safe and positive learning space

PROJECTS

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
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)