

# JASMINE HONG

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| CONTACTS                 | (858)216-6563hongljasmine@gmail.comHTTPS://JASMINEHONG2392.GITHUB.IO/JASMINEHONG/   |
| EDUCATION                | University of California, San Diego (San Diego, California) <ul style="list-style-type: none"><li>B.S Data Science (September 2022- April 2026)</li></ul>   |
| SKILLS                   | <p><b>Programming Languages :</b> Java, Python,MySql/SQL,D3</p> <p><b>Tools/Framework:</b> Jupyter Notebook, IntelliJ, Tableau, Power BI, Panda,Svelte,D3.JS, Github,HTML, Python libraries (Pandas, NumPy, Scikit-learn, Plotly,NLTK),SQL,Microsoft Office</p> <p><b>Machine Learning:</b> Linear Regression, Decision Tree, Random Forests,Clustering</p> <p><b>Statistical Analysis:</b> Hypothesis Testing, Regression Analysis, Bivariate &amp; Univariate Analysis,Time Series Analysis</p>   |
| RELEVANT EXPERIENCE      | <p><b>DELOITTE DATA SCIENCE CONSULTANT MENTEE  PYTHON,PANDAS,PLOTLY,SCIKIT-LEARN,CLUSTERING</b><br/><b>APRIL 2024 - JUNE 2024</b></p> <ul style="list-style-type: none"><li>Analyzed customer transaction data to uncover purchasing trends, identifying high-value customers and their behavioral patterns</li><li>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</li><li>Presented data insights and case study findings to Deloitte consultants, driving strategic recommendations</li></ul> <p><b>BEATS BY DRE DATA ANALYTICS EXTERN  PYTHON, PANDAS,NLTK,PLOTLY,JUPYTER NOTEBOOK</b><br/><b>DECEMBER 2024 - PRESENT</b></p> <ul style="list-style-type: none"><li>Conducted qualitative and quantitative research to uncover consumer insights related to Gen Z trends, behaviors, and preferences for audio devices</li><li>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</li><li>Delivered a comprehensive analysis report summarizing key consumer preferences and sentiment insights to address brand perception challenges in the audio device market</li><li>Synthesized insights and presented findings through a detailed visual presentation for actionable business strategy</li></ul>   |
| PROJECTS                 | <p><b>RECIPES DATA ANALYSIS   PYTHON, PANDAS,PLOTLY,NUMPY,JUPYTER NOTEBOOK</b><br/><b>FEB. 2024</b></p> <ul style="list-style-type: none"><li>Cleaned and preprocessed a recipes dataset to analyze the relationship between recipe ingredients and calorie content using Python and Jupyter Notebook</li><li>Conducted univariate and bivariate analysis and performed hypothesis testing with Plotly to uncover trends and patterns in the data.</li><li>Performed missing data mechanism analysis to identify and address potential biases, ensuring robust and accurate insights</li></ul> <p><b>U.S. MINIMUM WAGE DATA VISUALIZATION   GITHUB, SVELTE,D3.JS,TIME SERIES ANALYSIS</b><br/><b>JUNE 2024</b></p> <ul style="list-style-type: none"><li>Analyzed U.S. State and Federal minimum wage data over multiple years, uncovering key historical trends and identifying two notable patterns</li><li>Created a dynamic and engaging storytelling experience through a U.S. choropleth map, line graphs, and narrative-driven analysis of minimum wage history and trends</li><li>Developed an interactive, user-friendly front-end application using D3.js to highlight key insights and engage users with data-driven visuals</li></ul> <p><b>MARVEL MOVIE RATINGS   PYTHON, PANDAS,PLOTLY,NUMPY,JUPYTER NOTEBOOK</b><br/><b>OCTOBER 2024 - DECEMBER 2024</b></p> <ul style="list-style-type: none"><li>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</li><li>Conducted correlation and regression modeling to uncover trends in entertainment data, identifying key factors influencing Marvel movie ratings</li><li>Analyzed inflation-adjusted budgets and box office revenues, revealing their strong influence on Rotten Tomato scores, and provided strategic insights for optimizing production decisions</li></ul> |
| NON-TECHNICAL EXPERIENCE | <p><b>SAN DIEGO CODING FOR ALL MENTOR</b><br/><b>JUNE 2021- JUNE 2023</b></p> <ul style="list-style-type: none"><li>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</li><li>Collaborated with volunteers &amp; created a supportive, inclusive environment that empowered students to explore their interests in technology</li></ul> <p><b>STUDENT TUTORING - INTEGRATED MATH, PRE CALCULUS, CALCULUS I &amp; II</b><br/><b>SEPT. 2023-CURRENT</b></p> <ul style="list-style-type: none"><li>Identified student weaknesses and designed supplemental practice</li><li>Improved student average test scores by two letter grades</li><li>Provided feedback to parents on student's progress</li><li>Created a safe and positive learning space</li></ul>   |
| CLUBS & EXTRACIRRICULARS | <p>FEEDING SAN DIEGO(JUNE 2021 - PRESENT)<br/>UC SAN DIEGO VIETNAMESE STUDENT ASSOCIATION (SEPT 2022- PRESENT)<br/>UC SAN DIEGO PRODUCT MANAGEMENT CLUB(OCT 2024- PRESENT)</p>  |