Jomaica Lei

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EDUCATION

Seattle University   **2022 – 2023**

Master of Science in Business Analytics

Relevant Coursework: ML, AI for Business, Big Data Analytics, Statistical Modelling, Financial Forecasting, Applied Econometrics, Database Management, Probability and Discrete Mathematics.

WORK EXPERIENCE

American Astronomical Society   **Washington, DC**

Data Scientist   01/2022 – 10/2022

- Data from BDBS and Gaia were analyzed using Python and ASteCA, with follow-up photometry & spectroscopy.
- Developed methods that will enable corrections of the large and variable extinction present in the inner Galaxy.
- Using a vector-point diagrams of proper motion, we confirmed that 1% of the stars are far from cluster centers.

SimFit App - Startup   **Seattle, WA**

Product Development Intern   06/2021 – 09/2021

- Helped launch the in-app token conversion tool, which allows users to redeem unique offers from their favorite fitness brands such as Nike and Adidas.
- Raised $18K in seed funding and reached over 10,000 users in early access signup.
- Evaluated product performance on a regular basis, generated 3 user personas, new & current features vs. goals. Worked with cross functional teams to conduct market analysis using primary and secondary research.

Inspire Insurance Northwest   **Lakewood, WA**

Product Analyst Intern   02/2021 – 06/2021

- Understood 100+ consumer needs and defined 3 key product metrics for the company. (UA, PPC, CR)
- Identified product features (GA) that correlate with customer attrition and reduce monthly churn by 4%.
- Created marketing campaigns which resulted in a 3% increase in sales over the course of 4 months.
- Maximized advertising efforts through media relations, corporate communications, and social media content.
- Developed and updated sales promotions using SQL Server.

RELEVANT EXPERIENCE

Promotional Sales Analytics Project   **Spring 2022**

- Used SQL Server to create queries and analyzed successful and unsuccessful promotions by sales performance along with demographics of sales customers.
- Utilized Power BI to create data visualization from the transformed datasets to provide report on sales insights.
- Created a technical analysis report along with a business memo from my findings.

Advertising Analytics Project   **Winter 2022**

- Used R Markdown to analyze pricing models (CPM, CPC and CPA) and test the linear regression model and performed an A/B test to discover the factors that influence sales.

Doorstep App – Startup Project   **Winter 2020**

- Created a technical analysis report for recommendation to expand outside of Idaho & Utah.
- Identified 3 viable cities for expansion using surveys to conduct for A/B testing. (San Diego, Los Angeles, & Newport Beach)
- Gathered data to analyze consumers using Google Trends and US Census for HH income, education & marital status.

LEADERSHIP EXPERIENCE

American Astronomical Society Conference | Lead Researcher   **Seattle, WA |** 06/2022 – 01/2023

- Led a team of 4 graduate researchers at Seattle University.
- Developed methods to advance research & correct the large variable extinction that occurs in the inner Galaxy.
- Presented findings from study to 100+ audiences at several meetings and conferences including academic and professional researchers.

Up to Data Club | Co-founder & Business Lead   **Seattle, WA |** 01/2022 - Present

- Co-founded a club organization focused on using data science methodologies & statistical analysis to solve problems in our communities.
- Built a community of over 30+ students in Data Science, Business Analytics and Computer Science to develop data driven projects in weekly club events.
- Activities that we do involves ML projects from Kaggle and academic research with Professors at our university including Astrophysics with Dr. Hughes and Neuroscience with Dr. Fisher.

SKILLS

Technical: R, SQL, A/B testing, Python, Azure, Git, Power BI (listed in terms of proficiency).