

# Jason Do

Data Analyst | [Jasondo082@yahoo.com](mailto:Jasondo082@yahoo.com) | (626)-372-0969 | [LinkedIn](#) | [GitHub](#) | El Monte, CA 91732

## EDUCATION

### University of Redlands

Major: Bachelor of Science, Business

Redlands, California

GPA: 3.637

**Relevant Coursework:** GIS for Business, Managing & Leading Organizations, Managing Quality & Operations, Financial & Managerial Accounting, Financial Management, Strategic Management

### TripleTen School of Data Science

Data Analyst Certificate of Completion

Online

March 2023 – December 2023

**Relevant Coursework:** SQL, Python, Tableau, standard data analysis methods and applications, business analytics

## SKILLS

- SQL
- Python (Pandas, NumPy)
- Data Visualization (seaborn, Matplotlib, Plotly, Tableau)
- Jupyter Notebook
- Machine Learning (sklearn)
- API
- Microsoft Office
- Google Sheets

## TECH PROJECTS

### AtliQ Hardware Customer Analysis | 10/23 | [GitHub](#)

Working as a third-party consulting agency, our client AtliQ Hardware is requesting a customer analysis.

- Detected new growing markets to expand business increasing non-domestic revenue, diversifying top revenue streams
- Discovered lack of online presence resulting in an opportunity to grow e-commerce businesses significantly
- Researched and identified customer shopping behavior in AtliQ products to adapt the targeted marketing strategy to serve customers better

### Secondary Market Automobile Sales Analysis | 06/23 | [GitHub](#) | [Web App](#)

This project was to further develop common software skills by developing and deploying a web application.

- Assessed the most common consumer questions to assemble various metrics to answer those common questions through the web application
- Structured the web application interface to a minimalistic design to provide a smoother user experience for potential first-time consumers interested in purchasing a specific vehicle
- Included a customer interactive section to compare various car manufacturers to increase user retention

### Yandex.Afisha Marketing Expense Analysis | 09/23 | [GitHub](#)

Acting as an intern at Yandex.Afisha, an e-commerce platform, our goal was to optimize the marketing expenses.

- Calculated seasonal active user behavior to optimize marketing budget allocation during periods with high active users
- Evaluated ad sources customers derived from to identify which ad source had the best customer acquisition cost to optimize marketing budget allocation
- Assembled customers into monthly cohorts to better understand each cohort's behavior and allocated the marketing budget accordingly to months that displayed above-average returns on marketing expenditures

## WORK EXPERIENCE

### Din Tai Fung

Server Lead

Arcadia, CA

November 2016 – March 2021

- Independently constructed a revenue-to-volume system by using compiled data from customer preferences to identify which menu items were the easiest and most reliable to upsell resulting in increased daily revenue by 10-15%
- Established a mathematical system to determine weekly customer satisfaction levels by calculating tip percentages based on various factors
- Developed leadership abilities to consistently motivate shift teams to surpass individual set goals of \$1000 in sales for weekday shifts and \$1800 for weekend shifts