

JASON DO

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

CAREER OBJECTIVE

A meticulous individual and analytical TripleTen and business graduate with a 3.67 GPA seeking a challenging position as a data analyst. My experience includes a year of data analysis and more than 10 technical projects, using Google Sheets, Python, SQL, and Tableau. Eager to utilize my leadership experience, knowledge of business operations, and supply chains, and technical skills to improve project productivity and financial efficiency to optimize business decisions.

SKILLS

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

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 significantly grow e-commerce businesses
- Researched and identified customer shopping behavior in AtliQ products to adapt the targeted marketing strategy to better serve customers

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](#)

Working 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

Server Lead | Din Tai Fung | Nov 2016 – Mar 2021 | Arcadia, CA

- 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

EDUCATION

TripleTen School of Data Science | Data Analyst Program | March 2023 – November 2023

Data Analyst Certificate of Completion

Main topics covered: SQL, Python, Tableau, standard data analysis methods and applications, business analytics,

UNIVERSITY OF REDLANDS | B.S. in Business

GPA: 3.637