JASON DO

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

TECHNICAL SKILLS

Programming Languages: Python (Pandas, NumPy, SciPy, Scikit-learn, SQLite3, BeautifulSoup), SQL
Data Visualization: Matplotlib, Seaborn, Folium, Tableau, Looker Studio, Excel
Others: Excel, VLOOKUP, Pivot Tables, Statistical Analysis, A/B Testing, Data Analytics, Data Mining, Data Cleaning

PROJECTS

Social Media Sentiments Analysis | **GitHub**
• Detected diverse trends in user posting frequency and forecasted expected periods of high user activity on multiple timeframes
• Discovered a 100% increase in post 'likes' in comparison to post 'reshares' across all platforms
• Observed that posts with a negative sentiment received 20% fewer 'likes' and 'reshares' than neutral and positive posts on all social media platforms

Fast Food Marketing Campaign A/B Test | **GitHub**
• Established a hypothesis and parameters for events in which to reject the hypothesis
• Administered an ANOVA test to test and compare 2+ different marketing campaigns to find the financially optimal campaign
• Identified the non-optimal marketing campaigns that should not be utilized

Secondary Market Automobile Sales Analysis | **GitHub** | **Web App**
• Designed API and display metrics derived from the most common consumer questions when purchasing a vehicle
• 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 and enhance customer engagement

WORKING EXPERIENCE

Freelance   Online
Data Analyst   May 2024 – Current
• Built real-time reporting infrastructure using Excel, SQL, Python, and Tableau to provide accurate complex insights into business key performance indicators, dashboards, and actionable outcomes for shareholders
• Designed and implemented A/B tests for online marketing campaigns to improve customer conversions
• Interpreted information-dense data analyses into organized comprehensible outlines and visuals

Din Tai Fung   Arcadia, CA
Server Team Lead   Nov 2016 – Mar 2021
• Onboarded & provided exceptional client service to 100+ customers per shift during peak days
• Achieved sales goal of $2000 per shift on weekends and $1500 on weekdays
• Memorized 50+ different menu items and assisted guests with their ideal dining experience
• Trained and guided 10+ new servers on FOH operations, protocol, and how to use the POS system
• Managed multiple POS systems inputting 100+ orders per shift with 0 errors

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Redlands   Redlands, California
Bachelor of Science, Business   GPA: 3.637

TripleTen School of Data Science
Data Analytics Professional Training Program Certificate of Completion

Coursera
IBM Data Analyst Professional Certificate