JASON DO

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

Skills

- SQL and Database Management
- Python (Pandas, NumPy, SciPy)
- Data Cleaning and Preprocessing
- Data Analysis and Visualization (Matplotlib, Seaborn, Plotly)
- Business Intelligence Tool (Tableau, Looker Studio)
- Microsoft Excel and Spreadsheet Analysis
- Google Sheets
- Jupyter Notebook
- Statistical Analysis and Modeling
- Machine Learning (sklearn)
- API

Experience

Freelance Data Analyst — May 2024 – Current

- Built real-time reporting infrastructure using Excel, SQL, Python, and Tableau to provide accurate insights into business key performance indicators and actionable outcomes
- Designed and implemented A/B tests for online marketing campaigns to improve customer conversions
- Interpreted information-dense findings into organized informed outlines and visuals

Projects

Social Media Sentiments Analysis | GitHub — **May 2024**

The project objective is to gauge active social media users and uncover an in-depth understanding of user behavior, their sentiments, and how they engage with their platform across various platforms

- 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 — **April 2024**

To find the best marketing campaign we are going to conduct an A/B test to find the optimal marketing campaign for sales growth statistically

- Established a hypothesis and parameters for events in which to reject the hypothesis
- Implemented an ANOVA test to test and compare 2+ different marketing campaigns at once
- Identified the non-optimal marketing campaigns that should not be utilized

Secondary Market Automobile Sales Analysis | GitHub | Web App — **June 2023**

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 and enhance customer engagement

Education

TripleTen School of Data Science — Online
Data Analyst Certificate of Completion
Relevant Coursework: SQL, Python, Tableau, Data Cleaning, Data Wrangling, Exploratory Data Analysis, A/B Testing, Statistical Analysis, Data Visualization, Machine Learning, API

University of Redlands — Redlands, California
Major: Bachelor of Science, Business — GPA: 3.637
Relevant Coursework: GIS for Business, Managing & Leading Organizations, Managing Quality & Operations, Financial & Managerial Accounting, Financial Management, Strategic Management