

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

Canadian Data Science Jobs Analysis | [GitHub](#)

- Data analysts, business analysts, and general analysts 10x more in demand than data engineers and data scientists
- Across all web platforms there is a 10x demand for senior roles than middle and entry-level roles
- Average salary for a data science career in Canada can range from 65k to 85k
- About 50% of all job postings are expecting candidates to have experience in SQL querying

Social Media Sentiments Analysis | [GitHub](#)

- Detected a 2 to 1 ratio in user likes to reshares and forecasted periods of high user activity at 2 pm on multiple timeframes
- Discovered a 100% increase in post 'likes' in comparison to post 'reshares' across all platforms
- Observed posts with negative sentiment received 20% fewer likes and reshares than other sentiment posts on all platforms

Fast Food Marketing Campaign A/B Test | [GitHub](#)

- Established a hypothesis and 3 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 favorable campaigns
- Identified top 2 marketing campaigns that can be utilized

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

- Designed API with 7 different metrics visuals derived from the 5 most observed consumer questions when purchasing a vehicle
- Structured the web application interface to a minimalistic diagram for ease of user understanding across all demographics
- Constructed a customer interactive segment to compare 2 car manufacturers to enhance customer engagement on the app

WORKING EXPERIENCE

Freelance

Data Analyst

Online

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
- Implemented A/B tests for online marketing campaigns to uncover optimal advertising methods to increase revenue by 10%
- 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
- Trained and guided 10+ new servers on FOH operations, protocol, and how to use the POS system

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