

# JASON DO

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

## SKILLS SUMMARY

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**Languages:** Python, SQL

**Frameworks:** Pandas, NumPy, SciPy, Scikit-learn, Matplotlib, Seaborn, Folium, GeoPy, BeautifulSoup

**Tools:** Tableau, Excel, PowerPoint, Google Sheets, SQLite, Looker Studio

**Technical Skills:** VLOOKUP, Pivot Tables, Dashboard Design, Data Cleaning, Data Wrangling, Data Visualization

## PROJECTS

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### 2024 Nike Global Sales Analysis | [GitHub](#)

- Assessed annual revenue and sales volume using pivot tables and discovered China as the premier market holding 16% of the total market share, with America and Japan tied for second place at 15.6% market share each
- Simplified the top 10 essential sales metrics from dense data and consolidated them into a visually appealing dashboard
- Discovered that total online sales for all regions were 2x the sales from retail sales, indicating a shift in consumer trends

### Nurse Staffing Analysis | [GitHub](#)

- Found that the entire nurse contractor market only comprises about 3% of the total nursing hours worked
- Detected a discrepancy between CNA and LPN roles, discovering a possible 9x increase for the CNA contractors
- Uncovered the top 10 states in daily facility residents comprised over 96% of the market share of the US using Tableau

### Credit Card Fraud Machine Learning Model | [GitHub](#)

- Administered and trained 4 different machine-learning models to detect fraudulent credit card transactions using Python
- Trained, validated, and tuned hyperparameters to identify the random forest model as the optimal machine learning model, reporting a 99.9+% accuracy score for identifying fraudulent transactions
- Verified the random forest model by passing a sanity check, reinforcing its position as the premier model for detecting credit card fraud within this dataset

## WORK EXPERIENCE

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### Freelance Data Analyst

May 2024 – Current

Self-Employed | Remote

- Briefed a third-party staffing company about possible new 10 counties to expand their staffing services using Tableau
- Developed interactive dashboards using Excel, Google Sheets, and Tableau for enhanced data-driven business insights
- Coordinated with clients to identify prime metrics from 2000+ transactions data and improve data-driven marketing strategies, leading to a 4% increase in customer conversion using Excel and Python
- Utilized Python to clean raw data, resulting in a reduced data size of up to 20% by removing null, redundant, and unreadable data to make data usable for analysis and identify trends in large data sets

## EDUCATION

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### University of Redlands

Redlands, California

Bachelor of Science, Business

GPA: 3.637

### TripleTen School of Data Science

Remote

Data Analytics Professional Training Program | [Certificate of Completion](#)

## CERTIFICATIONS & LICENSES

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### Tableau: Tableau Desktop Specialist | [Certification](#)

- Authorized to use Tableau Desktop professionally for data analytics and data analysis
- Demonstrated understanding of Tableau to connect to, prepare, explore, and analyze data, and share their insights

### IBM: IBM Data Analyst Professional | [Certificate](#)

- Improved on core data analytics principles through projects using Excel, SQL, Python, Jupyter Notebooks, and Tableau
- Increased practical hands-on experience with data manipulation, data analysis, and data visualization