

# JASON DO

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

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## Technical Skills

- SQL (MySQL)
- Excel & Google Sheets (VLOOKUP, Pivot Tables, Visuals)
- Python (Pandas, NumPy, SciPy, Matplotlib, Seaborn)
- Tableau
- Looker Studio

## Professional Skills

- Data Visualization
- Data Mining
- Business Analytics
- Storytelling
- API
- Statistical Analysis

## Experience

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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, dashboards, 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

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**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 common consumer questions to build targeted metrics to answer those common questions through API
- 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 & Professional Development

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**University of Redlands**

Redlands, California

**Bachelor of Science, Business**

GPA: 3.637

**TripleTen School of Data Science**

Online

**Data Analytics Professional Training Program Certificate of Completion**

Relevant Coursework: SQL, Excel, Python, Tableau, Data Cleaning, Data Wrangling, Exploratory Data Analysis, A/B Testing, Statistical Analysis, Data Visualization, Machine Learning, API

**Coursera**

Online

**IBM Data Analyst Professional Certificate**

Relevant Coursework: SQL, Excel, Python, Looker Studio, Data Cleaning, Data Visualization, Dashboard, API