JASON DO

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

SKILLS SUMMARY

Languages: SQL, Python (Pandas, NumPy, Matplotlib, Seaborn, SQLite, Scikit-Learn, GeoPy, Folium, Beautiful Soup)
Tools: Tableau, Alteryx, Excel (VLOOKUP, Pivot Tables), PowerPoint, Google Sheets, MySQL, Looker Studio
Core Competencies: Data Cleaning & Wrangling (Python/Pandas, Alteryx, SQL), Data Visualization (Tableau, Excel, Google Sheets, Looker Studio), KPI Development & Reporting, Business Intelligence & Dashboarding

WORK EXPERIENCE

Freelance Data Analyst — May 2024 – Current
Self-Employed | El Monte, CA
• Analyzed 2000+ different user transactions data and improved data-driven marketing strategies, leading to a 4% increase in customer conversion and 11% increase in sales using Google Sheets and Python
• Developed custom functions to clean 10,000+ row data, resulting in a 24% reduction in data size by removing null values, redundant rows, and other unreadable characters within the data into a usable form, saving 8+ hours per week using Python
• Conducted descriptive analysis and increased checkout page traffic by 17% among first-time customers
• Maintained up to 8+ Google Sheet dashboards on multiple client KPI's, customer analytics, and marketing analytics
• Built unique functions to detect shipping fulfillment times and notify clients of possible missing or late orders, saving 15+ orders from being further delayed

PROJECTS

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 about 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 counties with the most health care facilities that are more likely to need more contractor nurses

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 3+ 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, ensuring it is the premier model for detecting credit card fraud

EDUCATION

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

CERTIFICATIONS & LICENSES

Tableau: Tableau Desktop Specialist | Certification

Alteryx: Alteryx Designer Core Certified | Certification

TripleTen: Data Analytics Professional Training Program | Certificate

IBM: IBM Data Analyst Specialization | Certificate

DataCamp: SQL Fundamentals | Certificate

Dassault Systèmes: SOLIDWORKS CAD Design Associate (CSWA) | Certification