JASON DO

Data Analyst | Jasondo.analytics@gmail.com | (626)-372-0969 | LinkedIn | GitHub | El Monte, CA

SKILLS SUMMARY

Languages: Python (Pandas, NumPy, Matplotlib, Seaborn, SQLite, Scikit-Learn, GeoPy, Folium, Beautiful Soup), SQL
Tools: Tableau, Alteryx, Excel (VLOOKUP, Pivot Tables), Google Sheets, MySQL
Core Competencies: Data Cleaning & Wrangling (Python, Alteryx), Data Visualization (Tableau, Excel, Google Sheets), KPI Reporting, Business Intelligence, Dashboard Development, Statistical Analysis (A/B Testing, ANOVA)

WORK EXPERIENCE

Freelance Data Analyst   May 2024 – Current
Self-Employed | El Monte, CA
• Analyzed 2,000+ user transactions to optimize marketing strategy, leading to a 4% increase in customer conversion and 11% increase in sales using Google Sheets and Python
• Developed Python-based data cleaning scripts to process 10,000+ records, reducing dataset size by 24% and saving 8+ hours weekly
• 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

Descriptive Insights into Customer Groups and Purchasing Behavior | **GitHub**
Analyzed customer segmentation and purchasing patterns across demographic and behavioral variables
• Found that male customers reorder 1.9× more frequently than female customers, aligning with a 2:1 male-to-female ratio
• Identified that Illinois ranked in both the top 5 for reorders and total sales, while other top-reorder states averaged 18–21 reorders per customer vs. 17.45 overall, indicating strong regional loyalty potential
• Quantified that subscribed customers placed 4% more reorders, suggesting higher long-term value and satisfaction

Nurse Staffing Analysis | **GitHub**
Assisting a third-party nurse staffing service in evaluating potential new markets using Tableau
• 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

Statistical Analysis of Fast-Food Marketing Campaigns | **GitHub**
Performed inferential statistical analysis to evaluate the effectiveness of marketing promotions
• Conducted the Shapiro–Wilk test ($p < 0.05$), confirming non-normal distribution, which will need a non-parametric test
• Applied Kruskal–Wallis non-parametric test ($p < 0.05$) to detect statistically significant differences in promotion groups
• Executed Tukey's Honestly Significant Difference post-hoc test to identify optimal promotion strategy, determining Promotion Group 2 as most effective for maximizing sales revenue

EDUCATION

University of Redlands - Bachelor of Science, Business | GPA: 3.64 | Redlands, CA
TripleTen - Data Analytics Professional Coding Bootcamp
• Completed a 9-month, project-based training program covering Python, SQL, Tableau, and statistics
• Built portfolio projects focused on data cleaning, visualization, and hypothesis testing using real-world datasets

CERTIFICATIONS & LICENSES

Tableau: Tableau Desktop Specialist | **Alteryx:** Alteryx Designer Core Certified | **IBM:** IBM Data Analyst Specialization

Dassault Systèmes: SOLIDWORKS CAD Design Associate (CSWA)