Johnson Vo

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Education

University of California, Irvine   **Irvine**, **CA**
Bachelors of Arts, Business Economics   June 2024
Key Courses: Global Economy, Applied Econometrics, International Trade and Commercial Policy, Labor Economics, Human Resources

Pasadena City College   **Pasadena, CA**
Associate of Arts, Economics and Natural Sciences   May 2022
Key Courses: Single and Multivariable Calculus, Principles of Macroeconomics and Microeconomics, Public Speaking and Communication

Google Data Analytics Professional Certificate
Key Skills Developed: Data Exploration, Database Management (SQL), and Data Visualization (Excel and R)

Data Analysis Projects

Laptop Market Analysis: Pricing and Specification Trends

- **Technologies Used**: SQL, Excel, Powerpoint, Tableau, and Kaggle
- Engineered SQL queries and utilized Excel to analyze 3,000+ laptop specifications, uncovering key market trends and informing strategic app development decisions.
- Identified that 47.3% of the laptop market fell within the $500-$1000 price range.
- Developed a tool to visualize market trends for qualification-based program development.
- [Laptop Specifications Case Study - Github Link](#)

Gym Member Engagement Analysis: Program Preference and Retention

- **Technologies Used**: Tidyverse (R), ggplot2 (R), dplyr (R), and Kaggle
- Leveraged R (Tidyverse library) to analyze and visualize a dataset of 900+ gym members
- Determined that 29% of beginner members favored cardio programs and 28.5% of intermediate members preferred strength training, providing data-driven insights to optimize program offerings.
- Presented key insights on member engagement to inform targeted promotional strategies
- [How to Promote Physical Activity at the Gym? - Github Link](#)

Esports Analytics: League of Legends World Championship Regional Performance

- **Technologies Used**: Tableau, Excel
- Created an interactive Tableau dashboard visualizing global player statistics for the League of Legends World Championship.
- Empowered stakeholders to analyze regional performance trends and identify key player metrics, facilitating strategic decision-making for tournament analysis
- [League of Legends Worlds 2024, Player Statistics - Tableau Link](#)

Skills & Interests

Technical: Structured Query Language (SQL), R, Tableau, Microsoft Office (Team, Excel, Word, Powerpoint)
- **SQL**: Proficient in writing complex queries to extract, transform, and load data from relational databases.
- **R**: Experienced in performing statistical analysis, creating data visualizations, and automating data workflows using Tidyverse, ggplot2, and dplyr.

Soft Skills: Communication (Written and Verbal), Problem-Solving, Critical Thinking, Data Storytelling, and Collaboration
Languages: English (Fluent), Vietnamese (Some Proficiency)