Justin Gong

Business Intelligence | Data Analytics | Data Engineer
CPA turned BI/Data Engineer passionate about using data analytics to improve business insights & strategies.

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EDUCATION

Master of Science in Analytics
Georgia Institute of Technology *05/2019*

Bachelor of Science in Managerial Economics
University of California, Davis *06/2014*

WORK EXPERIENCE

Business Intelligence/Data Engineer
Ghostery, Inc. | 04/2020 – Present | New York, NY

· Analyze metrics & KPIs to optimize marketing campaigns, improve the conversion funnel, and guide business strategy.
· Generate SQL queries in AWS Athena and Superset for ad-hoc analyses and automated daily metrics reporting.
· Implement daily Python data cleaning and data pipelining scripts in AWS Lambda & EC2 for data warehousing.
· Develop Apache Superset BI dashboard from scratch and maintain 600+ charts/visualizations and 50+ dashboards.
· Present weekly and monthly performance reports on business insights to leadership and key stakeholders.
· Collaborate with product, engineering, and marketing teams to design a/b tests and manage existing/new telemetry.
· Create Python scripts to compare browser speeds 5x faster and "Tracker Tax" for data driven studies and reports.

Data Scientist
Kurvv (Contract) | 11/2019 – 04/2020 | Remote

· Developed Python scripts for e-commerce clients to analyze customer purchasing history to upsell/cross-sell products.
· Implemented market basket analysis and collaborative filtering (ALS) on implicit order/purchasing data to make personalized product recommendations for customers.
· Improved accuracy of product recommendations for a client by 5% using CF versus recommending popular items.
· Performed sentiment analysis on COVID related tweets in Jupyter Notebooks using VADER from February to mid-April 2020 and observed a positive sentiment trend.

Associate Accountant (CA Certified Public Accountant License: #130384)
Devereaux, Kuhner and Co. LLP | 07/2014 – 02/2017 | San Francisco, CA

· Reviewed income statement, balance sheet, cash flow statements, and financial data of various companies.
· Prepared federal and state income tax returns for individuals, corporations, partnerships, and trusts.

VOLUNTEER & PROJECTS

INFORMS Pro Bono Analytics – Young Audiences | 04/2021 – Present

· Ensure pay equality for all of YA's artists through data cleaning, analyzing past trends, and identifying important features using a predictive model in Jupyter Notebooks.

Emory Healthcare Practicum | 01/2019 – 05/2019 | Link: www.gong-jj.com/nhanes

· Cleaned and processed 1,222 files (3.2 GB) of NHANES healthcare data across 18 years into MongoDB.
· Identified the risk factors and prevalence of hospital utilization and determined age, gender, and blood pressure as common risk factors across four major diseases over time.
· Implemented Random Forest and XGBoost in Scikit-learn to predict hospital utilization with an f1-score of 0.52.

SKILLS

Software and Programming Languages: Python (Scikit-learn, SciPy, NumPy, Pandas, Matplotlib), R (dplyr, ggplot2), SQL (SQLite, MySQL), NoSQL (MongoDB), JavaScript (D3), Git, Jupyter Notebooks, Tableau, Apache Superset, AWS (EC2, Lambda, Athena, S3), Excel