

JACOB LINAO

jacobnlinao@gmail.com
linkedin.com/in/jacobnicholas-linao
jnlinao.github.io/JacobLinao_Portfolio/
714.353.6338

EDUCATION AND HONORS

University of California, Irvine

Master of Science – Business Analytics (MSBA), Concentration in Data Science

May 2022

- Merage Scholarship Recipient (Top 20%), GPA: 3.84/4.00
- Courses: Data Science Statistics, Adv. Machine Learning, Adv. Predictive Analytics and Forecasting, Marketing Analytics, Big Data and Cloud Computing, Natural Language Processing, Customer and Social Analytics, Management Analytics

California State Polytechnic University, Pomona

Bachelor of Science -Information Systems & Business Intelligence (B.S.)

May 2021

- Dean's List (x3), President's List (x2); ACT Score: 32

SKILLS

Programming Languages: Python (Scikit-Learn, NumPy, Pandas, Matplotlib, TensorFlow), SQL, PL/SQL, R, Git, Linux, AMPL

Data Tools: Pyspark, AWS EMR + S3 + Athena, SSMS, Oracle DB, NoSQL, DynamoDB, Tableau, Office, Power BI, WEKA, Alteryx

PROFESSIONAL EXPERIENCE

Data Scientist Intern

Niagara Bottling

Diamond Bar, CA

May 2020 - Aug 2021

- Developed and deployed an NLP Machine Learning multi-classification model in Python as a user facing web application to resolve a department wide issue, reducing ticket assignment error by 25% and saving est. \$25,000/YR in resource allocation
- Led 8 SQL projects by designing functions, triggers, procedures, and advanced ad-hoc queries to achieve several department results such as a 91% cycle time decrease, fully eliminating data capture error for 2 product lines, and automating 6 daily reports
- Enabled team visibility and strategic execution of 5+ concurrent project epics by conducting EDA and descriptive analytics using Excel and PowerBI in order to understand historical trends and apply insights to mitigate system errors
- Drove bi-weekly team meetings for 10 analysts and management over KPI reports, ticket trends, and data-driven suggestions
- Created 3 Excel macros that automated work functions, resulting in an instant (est.) 6.5 hours weekly saving for each teammate

Data Analyst Intern

NBCUniversal

Burbank, CA

Sep 2020 - Dec 2020

- Selected as the sole intern to lead the data migration in a global ERP integration of SAP HANA, responsible for all data tasks from extraction, aggregation, analysis of data, and liaising insights to an international team of directors
- Cleaned and restructured over 10 million rows of SAP records using Python, distilling down to 4 KPIs that aligned the distinct needs and synergy of several different teams, which were highlighted using Tableau visualizations
- Pulled data from 3 disparate database sources using PL/SQL and connected to web application servers to provide a consolidated dashboard that educated technical/non-technical teams
- Designed 20+ visualizations in SAP Lumira to assist management in tracking operation performance through drill-down analysis

PROJECTS AND RESEARCH

Hackathon Data Scientist

IBM

Gainesville, FL

Aug 2021 - Present

- Build machine learning models that powers an app that targets and reduces emissions of Florida and impacts from climate change
- Guide project at each stage of CRISP-DM by ensuring results from each team member and managing version control
- Using Python for data preparation, IBM Watson for model building and feature engineering, and Tableau for visualizations

Data Science Research Lead [bit.ly/39BQuxl]

Hawaii International Conference on System Sciences

Remote

May 2021 – Aug 2021

- Won Best Project - Created a TFIDF Logistic Regression model for predicting customer sentiments and utilized Latent Semantic Analysis for topic modeling to find 3 positive/negative areas of business focus to combat the ill effects of Covid on LA restaurants

Data Analytics Research Assistant + Hackathon Finalist [bit.ly/3uaOtBC]

Center for Customer Insights and Digital Marketing

Pomona, CA

Jan 2020 - Mar 2020

- Led a team to place runners-up in GFK's data science hackathon by building a product and presenting insights to VP of Marketing
- Automated data collection by designing a BeautifulSoup web scraper and tabulating 1000+ records of survey data into tidy data

LEADERSHIP

- **Director of Data @ AMI Club:** Designed and presented 2 data analytics skills workshops for over 50 students for SQL and R
- **Head Teaching Assistant @ Cal Poly:** Tutored 30+ students and constructed midterm project on Tableau for first Covid semester