Jodie Chin

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EDUCATION

University of California, Berkeley — Berkeley, CA
Bachelor of Arts in Applied Mathematics (emphasis in Data Science) — *May 2020*

Relevant Coursework: Multivariable Calculus, Linear Algebra, Structure and Interpretation of Computer Programs, Numerical Analysis, Principles and Techniques of Data Science, Engineering Statistics

TECHNICAL SKILLS

Python | R | Jupyter | MATLAB | MySQL | Tableau | MS Excel | Adobe Cloud | HTML | CSS | Apache Spark | Salesforce

PROFESSIONAL EXPERIENCE

Cal Athletics — Berkeley, CA
Data Analyst — *January 2020 - present*

- Actively involved in data extraction, cleaning, and prepping via Salesforce and SQL for ticket sales reports of all sports
- Work closely with CRM Analytics & Strategy Manager to collect and analyze data for the improvement of upcoming season ticket sales
- Analyze football ticket data from the past five seasons through platforms such as DOMO, Microsoft Excel, and Jupyter Notebooks to obtain a better understanding of year to year ticket sales
- Compare year to day pricesand build probabilistic models to advise in areas of financial forecasting of ticket revenue
- Assist marketing team using Salesforce to develop reports of Cal Athletics customers and find targeted sales leads for season football, basketball, and baseball passes

Paywaz — (Remote) Berkeley, CA
Retail Research Intern — *July 2019 - August 2019*

- A collaborative, fluid, e-commerce startup offering free installment plansas an alternative to cash or credit cards
- Research, explore, and expand database of potential retail partners via research platforms such as LinkedIn and Google Analytics to identify key decision makers and points of contact
- Collect and enter data points of Paywaz retail contacts in MS Excel to drive value proposition
- Analyze market competitors, retail partnerships,and document BNPL platform on Microsoft Excel
- Aid with business development, marketing, and data analysis to analyze the impact of BNPL platforms for specific sectors

PROJECTS & EXTRACURRICULARS

Defensive Soccer Analytics
Python — *June 2020*

- Analyzed and grouped defensive soccer players using K-Means clustering
- Scraped and analyzed soccer player data from WhoScored.com, then applied a K-Means clustering algorithm to identify key traits/features among defensive players

Spam/Ham Classification
Python — *November 2019*

- Created a classifier that will distinguish spam emails from non-spam emails
- Completed using feature engineering and sklearn libraries to process data and fit models
- Tested 91% accuracy of classifier using a Kaggle validation dataset

Yelp Maps
Python — *February 2017*

- Created a segmented visualization of Bay Area restaurant ratings using the Yelp academic dataset and machine learning
- Implemented unsupervised and supervised learning algorithms to predict user restaurant ratings

Cal Women's Club Soccer
Team Member — *January 2017 - May 2020*

- Travel throughout Northern and Southern California, member of the West Coast Conference, participant of Regional and National tournaments
- Promote club sports events, assisted with fundraising and spirit wear design

Space Enterprise at UC Berkeley
Logistics Manager — *September 2017 - September 2018*

- Managed club's data through Google Drive which documented part designs, design reviews, contracts, and legal documents
- Worked cross-functionally with the marketing team and served as a contact for Bay Area engineering firms for sponsorships
- Collaborated with teammates to contribute to design review and rocket construction