

Jonathan Opio

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With a background as a Data Research Intern and two years of hands-on expertise as a Data Analyst within the fast-paced environment of an e-commerce startup, I bring a unique blend of analytical skills and industry knowledge to drive impactful insights and solutions.

WORK EXPERIENCE

Data Analyst - Ugify Store

August 2020 - January 2022

Remote

- Collected and analyzed customer data to optimize ad campaigns resulting in a 10% improvement in ad spend efficiency.
- Evaluated market trends through testing campaigns, estimated click-through rates, and conversation ratios compared to competitor e-commerce stores.
- Extracted visual insights for strategic recommendations, increasing ad visibility and a 6% boost in click-through rates.
- Generated comprehensive reports using data visualization tools, facilitating easy access to actionable insights for informed decision-making.

Data Research Intern - Central Public Health Laboratory

March 2016 - May 2016

Kampala, Uganda

- Received, cleaned, and prepped patient records for statistical analysis.

EDUCATION

Bridgewater State University - Master's, Computer Science

January 2022 - December 2023

Bridgewater, MA

Calvin University - Bachelor's, Computer Science

August 2016 - May 2020

Grand Rapids, MI

PROJECTS

Comparative Analysis of Supervised Learning Algorithms - Personal Project

- Performed exploratory analysis and data visualization using Seaborn on a public dataset of vehicle information.
- Applied several algorithms from scikit-learn to the dataset, and based on the runtime and accuracy score, determined the most ideal for predictive analysis, being random forest regression.

Data Cleaning Application - Master's Capstone Project - Fall 2023

- Developed a Django application that determines the cleanliness, format, and usability of a dataset for exploratory analysis, targeted at non-coders who deal with large amounts of messy data.
- The application also implements pandas and plotly to produce a cleaned dataset if the user desires.

SKILLS

Python (NumPy, Pandas, Scikit-learn, Django, matplotlib), R, SQL, Ad Optimization, SEO, Ruby on Rails, Automated Testing, Supervised learning algorithms, Predictive modeling, DevOps, Tableau, Spanish (B1), Portuguese (B1)