Jonah Rockey

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EDUCATION

Indiana University – Luddy School of Informatics, Indianapolis, IN — December 2022
- Master of Science in Applied Data Science — GPA – 3.93

Purdue University, West Lafayette, IN — May 2021
- Bachelor of Science in Statistics with Math Emphasis — GPA – 3.94

EXPERIENCE

Virtual Intelligence Briefing, Remote — April 2023 – Present
Data Analyst
- Utilized statistical techniques and data modeling to identify trends, correlations, and outliers, contributing to more informed business strategies in many different areas of the business including finances, marketing, sales, and operations.
- Oversaw analysis project to optimize company spend, leading to a 40% decrease in 2024 spend without a decrease in leads for the company
- Developed and maintained dashboards and reports using tools such as Tableau, Qlik, and Looker, providing real-time insights to stakeholders.

Susan G. Komen Tissue Bank, Indianapolis, IN — April 2022 – Aug 2022
Database Development Intern
- Worked under the head informatics programmer at Komen Tissue Bank to assist with various database development projects in their internal web application for managing tissue samples.
- Developed data-driven web applications using Python, HTML, and Django to efficiently store and display biomedical data.
- Maintained and updated existing web pages and applications, using version control tools such as Git.

SKILLS

Programming and Data Tools: Python, R, SQL, HTML, CSS, JavaScript, Tableau, Qlik, Apache Spark (PySpark), Keras, NumPy, Pandas, TensorFlow, Scikit-learn, D3, Django, Microsoft Excel, Git

Data Analytics and Machine Learning: Applied Statistics, Data Modeling, Neural Networks, Deep Learning, Natural Language Processing, Data Visualization

PROJECTS

Deep Learning Model for Music Genre Classification – GitHub Link — December 2022
- Built a convolutional neural network model with the goal of using audio input to predict musical genre.
- This was done by converting the music audio into a visual representation that the neural network could analyze.
- Constructed in Python using TensorFlow, Keras, and NumPy.
- Achieved greater than 70% accuracy when classifying music into 10 different genres using the audio input alone.

Madden 23 Player Data Visualization Dashboard – GitHub Link — October 2022
- Designed a visualization dashboard to investigate player data from the most recent video game based around the National Football League, Madden 23.
- Utilized data exploration skills to analyze the Madden 23 dataset and create meaningful visualizations to transform the data into useful information.
- Created in HTML, CSS, and JavaScript by using D3, a JavaScript data visualization library.