

Lannah Hareille B. Saldaña

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[linkedin.com/in/lhbsaldana](#) • [lannahsaldana.vercel.app](#) (Portfolio) • [github.com/lhbsaldana](#)

Dynamic recent graduate with academic excellence and organizational experience. Highly skilled in Python, PowerBI, research, and communications. Experienced in data analytics, including NLP, time series analysis, machine learning, and market basket analysis.

EXPERIENCE

Data Analyst , Damosa Land, Inc.

May - June 2023

- Built interactive visualizations of competitor data using PowerBI and Looker Studio
- Produced informative and visually appealing PowerPoint presentations on existing products in the market
- Conducted analysis and forecasting on visitor data for tourism market research for Damosa Land project

KEY PROJECTS

Robusta Coffee Yield Prediction

- Explored a hybrid MLR-ANN model to predict coffee yield in the Philippines using yield data from the Department of Agriculture and Philippine Statistics Authority, and soil and weather data from OpenMeteo.

Analysis of Kpop Tweets

- Analyzed tweets about the Kpop group Le Sserafim using exploratory data analysis, sentiment analysis with VADER, and topic modeling.
- Identified key themes and public sentiment, focusing on popularity, artist protection, song promotion, and bullying allegations.

Poverty Case Study

- Analyzed changes in the poor and subsistence poor populations in the Philippines between 2006 and 2015.
- Examined significant shifts in population magnitudes over the years and investigated the correlation between the poor and subsistence poor populations.

Airbnb Booking Analytics

- Improve guest-host matching in Rio de Janeiro by defining success metrics, identifying investment areas for increased bookings, and exploring additional strategies to address supply and demand matching beyond existing data.

EDUCATION & ORGANIZATION

BS Data Science

June 2024

Ateneo de Davao University

With Latin Honors

Community Volunteer

Mar 2024 - Present

Google Developer Group Davao

SKILLS

- **Microsoft Office:** Word, Excel, PowerPoint
- **Languages:** Python, R
- **Dashboard:** PowerBI, Looker, Tableau
- **GSuite:** Docs, Sheets, Slides, Colab
- **Statistical Tools:** SPSS, JASP
- **Machine Learning:** Numpy, Sklearn, Tensorflow
- Proficient in SQL
- Presentation and Documentation Skills