

# Nathan Ho

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## Education

### University of California, Santa Barbara

Sep 2021 - Jun 2025

*Bachelor of Science, Statistics and Data Science*

GPA: 3.54 | Dean's Honors: Dec 2021, Mar 2022, Mar 2025

Relevant Coursework: Statistical Data Science, Time Series Analysis, Regression Analysis, Big Data Analytics

## Technical Skills

**Programming & Databases:** Python, SQL (PostgreSQL, SQLite, MySQL), R, SAS

**Platforms & Cloud:** Apache Spark, Google Cloud Platform (BigQuery), AWS, Azure

**Tools:** Excel (Pivot Tables, Lookup Functions, VBA), Tableau, Power BI, Git/GitHub

## Projects

### Payment Network Market Analysis (Jan 2026 – Present) | [github.com/nathanho27](https://github.com/nathanho27) | Python, Excel, SQL, Tableau:

- Analyzing public market and financial statement data for global payment networks (Visa, Mastercard), building SQL-based KPI models to evaluate growth, margins, and competitive positioning over multi-year periods.
- Developing Excel-based summaries and Tableau dashboards to support data visualization, trend analysis, and stakeholder-oriented business insights.

### Music Listening Behavior Analytics (Dec 2025 – Jan 2026) | [github.com/nathanho27](https://github.com/nathanho27) | Python, SQL, Tableau:

- Implemented a longitudinal analytics pipeline with Python and SQL, designing a SQLite database to analyze cross-platform Spotify and Apple Music listening behavior with event-level, time-based engagement tracking.
- Designed two interactive Tableau dashboards to visualize listening trends and user engagement over time.

### Yelp Business Intelligence Platform (Nov 2025 – Dec 2025) | [github.com/nathanho27](https://github.com/nathanho27) | Python, SQL, Power BI:

- Built a full Business Intelligence platform using Python and PostgreSQL to ingest (ETL), clean, and model Yelp API data into structured raw and cleaned tables to support pricing and ratings data analysis across local markets.
- Modeled KPI datasets to deliver Power BI dashboards to support pricing analysis and performance benchmarking.

### Crypto Market Data Analysis (Oct 2025 – Nov 2025) | [github.com/nathanho27](https://github.com/nathanho27) | Python, Excel, SQL, Tableau:

- Developed a crypto market analytics pipeline using Python, Excel, and SQL to perform time-series analysis, KPI reporting, and data visualization for BTC and ETH markets.
- Calculated KPIs including drawdowns from all-time highs and daily return distributions, exporting curated tables to Excel and deployed an interactive Tableau dashboard for multi-asset comparison and trend analysis.

## Experience

### Undergraduate Research Assistant, UC Santa Barbara

Dec 2021 - Mar 2023

*Anthropology Department, Brown Lab*

- Processed and analyzed antibody datasets in Excel using standard curve modeling in R, automating statistical workflows to improve efficiency and ensure analytical consistency.
- Interpreted analytical results and communicated findings to support decision-making within a research team.
- Created data visualizations in R using ggplot2 to support exploratory analysis.

### Data Science Fellow, UC Santa Barbara

Sep 2021 - Nov 2022

*Center for Black Studies Research (CBSR)*

- Developed R and Python scripts to analyze and visualize large-scale datasets on social equity and systemic bias.
- Conducted exploratory data analysis using various R and Python libraries and visualization tools to identify trends and communicate findings to faculty advisors.