

Nathan Ho

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Education

University of California, Santa Barbara

Sep 2021 - Jun 2025

Bachelor of Science, Statistics and Data Science

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 Languages: Python, SQL (PostgreSQL, SQLite, MySQL), R, SAS

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

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

Projects

Music Listening Behavior Analytics (Jan 2026 – Present) | github.com/nathanho27 | Python, SQL, Tableau:

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

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

- Built a full Business Intelligence platform using Python and PostgreSQL to ingest, clean, and model Yelp API data into structured raw and cleaned tables to support pricing and ratings analysis across local markets.
- Created KPI datasets and delivered a Power BI dashboard with an expected rating model and closure proxy risk.

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

- Designed and built an end-to-end crypto reporting pipeline using Python, Excel, and the CoinGecko API, ingesting BTC and ETH price data into a structured SQLite database to enable comparative performance and volatility analysis.
- Calculated KPIs including drawdowns from all-time highs and daily return distributions, exporting curated tables to Excel and deploying an interactive Tableau dashboard for multi-asset comparison and trend analysis.

Big Data Voter Analysis (Mar 2025 – Jun 2025) | github.com/nathanho27 | Databricks, PySpark, SQL, GCP:

- Collaborated with a team to process and analyze 3 million Oregon voter records using Databricks and PySpark, querying large datasets with BigQuery on Google Cloud Platform to enable voter behavior modeling.
- Engineered features from registration date, vote history, and demographics, training Random Forest models with 81 percent accuracy and applying K-Means for voter segmentation.

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 dplyr, ggplot2, tidyr, pandas, and matplotlib to identify trends and communicate findings to stakeholders.