

# Nathan Ho

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## Education

### Bachelor of Science: Statistics and Data Science

Sep 2021 - Jun 2025

*University of California, Santa Barbara*

GPA: 3.54 | Dean's Honors: Dec 2021, Mar 2022, Mar 2025 | Activities: Data Science Club, Datathon Participant

Relevant Courses: Statistical Data Science, Time Series Analysis, Regression Analysis, Big Data Analytics, Advanced Python, Stochastic Processes, Advanced Statistical Methods, SAS Base Programming

## Technical Skills

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

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

**Platforms/Cloud:** Apache Spark, Google BigQuery, Microsoft Azure, AWS

**Skills:** ETL pipelines, data cleaning, data modeling, KPI reporting, dashboard design (Tableau/Power BI), automated reporting, API integration, exploratory data analysis

## Projects

**Yelp Business Intelligence Platform (Nov 2025 – Present)** | [Github](#) : Developed a full BI platform using **Python** and **PostgreSQL** to model **Yelp API** data into structured raw and cleaned tables. Created KPI datasets for pricing, ratings, and competitive density to deliver a **Power BI** dashboard that visualizes business performance, market saturation, and location-based opportunities, with ML extensions for expected rating and closure-risk prediction.

**Crypto Market Analysis Dashboard (Oct 2025 – Nov 2025)** | [Github](#) : Designed and built an end-to-end crypto reporting pipeline using **Python**, **Excel**, and the **CoinGecko API**. Ingested BTC/ETH price data using **Python** into a structured **SQLite** database and calculated KPIs including drawdowns from all-time highs, and daily return distributions. Exported curated KPI tables to **Excel** for reporting workflows and deployed an interactive **Tableau** dashboard for multi-asset comparison, trend evaluation, and volatility pattern exploration.

**NBA Stats & Analytics Content Creator (Mar 2025 – Present)** | [Github](#) : Utilized the **NBA API** and **Python** to collect and analyze player and game data, producing performance metrics and trend insights. Developed **Tableau** dashboards and comparison visuals to highlight player efficiency, matchups, and season trends. Applied data-driven storytelling to grow an Instagram analytics page to over 2,000 followers.

**Big Data Voter Analysis (Mar 2025 – Jun 2025)** | [Github](#) : Processed and analyzed 3 million Oregon voter records using **Databricks**, **PySpark**, and **SQL**. Engineered features such as registration date, vote history, and demographic clusters for modeling. Trained **Random Forest** models to predict voter turnout with **81% accuracy**; used **K-Means** to segment voters into behavioral profiles.

## Experience

### Undergraduate Research Assistant, UC Santa Barbara

Dec 2021 - Mar 2023

*Anthropology Department, Brown Lab*

- Cleaned and processed antibody datasets in **Excel**, applying standard curve modeling in **R** to analyze concentrations. Automated repetitive statistical workflows in **R** to improve efficiency and ensure analytical consistency.
- Created publication-ready visualizations in **RStudio** using **ggplot2** to support research outputs.

### 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 with **dplyr**, **ggplot2**, **tidyr (R)** and **pandas**, **matplotlib (Python)** to uncover trends in marginalized communities and present findings in an accessible format for stakeholders.