RALPH VINCENT L. TA-ASAN

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EDUCATION

DE LA SALLE—COLLEGE OF SAINT BENILDE
Bachelor of Science in Business Administration

Manila, Philippines
Expected October 2025

Major in Business Intelligence and Analytics

Relevant Coursework: Data Analysis, Descriptive Analytics, Predictive Analytics, Prescriptive Analytics, Reinforcement Learning, Data Warehousing, Big Data Analytics, Social Media Analytics, Information Security, Information Technology Infrastructure Library

DAVAO CHRISTIAN HIGH SCHOOL
Senior High School

Davao City, PH
Jun 2016 - May 2018

Science, Technology, Engineering, and Mathematics Strand
With High Honors

WORK EXPERIENCE

LKH HARDWARE
Inventory Manager, Marketing Head, Export/Import Manager

Davao City, PH
Jan 2016 - Jun 2022

- Optimized stock levels, minimized dead stock, and improved supply chain efficiency by adapting to market trends.
- Designed and executed strategic marketing campaigns, increasing customer engagement and brand awareness in a competitive market.
- Managed supplier relations, ensured cost-effective transactions, and streamlined logistics for efficient stock management.

INDEPENDENT ONLINE SHOE BUSINESS
Founder & Business Owner

Davao City, PH
Jan 2019 - Feb 2023

- Managed an e-commerce business, handling product sourcing, pricing, and customer relations.
- Developed and executed digital marketing strategies, increasing customer engagement and driving consistent sales.
- Developed a cost-analysis model to determine optimal pricing for profitability.
- Gained expertise in demand forecasting and market trends.

COLLEGE PROJECTS

NBA MVP PREDICTION MODEL
April 2024

- Developed and implemented a machine learning model to predict NBA MVP candidates using historical player data.
- Utilized Python (scikit-learn, pandas, Matplotlib) to analyze game statistics-based metrics per player, improving predictive accuracy.

ARTISPHERE: A VIRTUAL MUSEUM FOR BENILIDEAN ARTISTS
Aug 2024

- Designed and developed a virtual museum platform showcasing Benildean artists, built with Unreal Engine & Kuula.co.
- Integrated an interactive UX/UI system, ensuring seamless navigation for online visitors.

REINFORCEMENT LEARNING POKÉMON BATTLE BOT
Aug 2024

- Engineered an AI-powered Pokémon battle bot using reinforcement learning
- Simulated thousands of battle scenarios to refine decision-making and optimize move selection.

AWARDS

INTER-HIGH SCHOOL STATISTICS QUIZ BOWL BY THE SOCIETY OF MATH MAJORS   Davao City, PH
5th Place   2017
- Competed in a city-wide mathematics and statistics competition, finishing in 5th place.
- Applied probability, statistical modeling, and data interpretation in real-world problem-solving scenarios.

SABI STAT-TREK CASE STUDY / HACKATHON   Manila, PH
2nd Place   2024
- Led a data-driven case study, identifying inefficient energy infrastructure & mismanagement as the key socio-economic crisis in a hypothetical environment through structured analysis of five datasets & citizen testimonies.
- Built predictive models (linear regression in Google Colab) to forecast energy needs and recommend strategic budget reallocation.
- Developed data visualizations using Google Colab (budget execution breakdown, energy investments, actual vs. predicted energy demand) to support findings.
- Delivered a data-backed presentation, securing 2nd place in a competitive inter-school hackathon.

ADDITIONAL

TECHNICAL SKILLS
- Programming & Data Analysis: Python (pandas, NumPy, scikit-learn), SQL (MSSQL, MySQL), Hypertext Preprocessor
- Data Visualization & Business Intelligence: Power BI, Matplotlib, Excel Power Query
- Data Science & Machine Learning: Predictive Modeling, A/B Testing, Reinforcement Learning
- Cloud & IT Tools: AWS (Basics), Google Colab, Jupyter Notebook
- Web & Automation: HTML/CSS, JavaScript, Web Scraping (BeautifulSoup, Selenium)

LANGUAGES
- Fluent in English
- Conversational Proficiency in Tagalog, Hokkien

CERTIFICATIONS & TRAINING
- 100 Days of Code: The Complete Python Pro Bootcamp (Udemy, Dr. Angela Yu)