

# John Naughton

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## SUMMARY

Detail-oriented Data Science graduate with hands-on experience in Python, SQL, Tableau, and machine learning. Skilled in cleaning, analyzing, and visualizing complex datasets to uncover trends and support strategic decision-making. Experienced in translating technical findings into actionable insights through research, dashboard development, and stakeholder collaboration. Adept at working cross-functionally to solve problems, optimize processes, and communicate data-driven recommendations clearly.

## EXPERIENCE

### Research Assistant

University of Oregon

December 2024 - June 2025, Eugene, OR

- Built statistical models in Python (Pandas, PyTorch, Seaborn) to analyze 30,000+ force-time jump records, uncovering patterns that predicted athlete performance with high reliability.
- Resolved inconsistencies caused by variable data capture rates in force-time recordings by engineering a custom normalization pipeline, significantly reducing preprocessing errors and improving data quality across 5,000+ records.
- Extracted and translated model outputs into 3+ actionable KPIs—takeoff velocity, rate of force development, and eccentric phase duration—that helped coaches refine preseason training plans.
- Led cross-functional collaboration with sport scientists and coaching staff, integrating feedback to improve model interpretability and influence key training decisions.
- Authored standardized documentation across cohorts to ensure data consistency and reproducibility, supporting long-term tracking of athlete development.

## PERSONAL PROJECTS

### Spotify Wrapped Dashboard

Spotify · [github.com/jacktนาughton/spotify-wrapped-analysis](https://github.com/jacktนาughton/spotify-wrapped-analysis)

- Processed and cleaned 60,000+ Spotify streaming records by merging JSON files with Python and loading into PostgreSQL for structured analysis.
- Standardized timestamps, removed 100+ null values, and filtered over 1,000 low-duration streams to improve data quality and ensure accurate insights.
- Designed interactive Spotify Wrapped dashboard in Tableau Public integrating top songs, artists, and temporal trends, with custom filters and visualizations for enhanced user analysis capabilities.

### Consumer Research Analyst

Dude Wipes

- Designed and deployed a market survey (50+ responses) to evaluate consumer perceptions of Dude Wipes and traditional toilet paper.
- Analyzed 500+ data points in SPSS using cross-tabulations and descriptive statistics, revealing that over 50% of respondents prioritized environmental benefits over humor in hygiene products.
- Delivered actionable recommendations to reposition marketing strategy around sustainability, influencing proposed future messaging.

### Strategy Analyst

Red Bull

- Performed regression and cluster analysis on campaign data to uncover underperforming audience segments and high-engagement drivers across key demographics.
- Discovered behavioral trends that led to the development of refined audience personas, enabling more precise targeting across digital and in-person channels.
- Delivered strategic recommendations for event-based marketing centered on busy adult consumers, contributing to improved campaign relevance and higher projected engagement.

## SKILLS

PostgreSQL, Python, Pandas, PyTorch, SPSS, Tableau, Excel, PivotTables, VLookups, Data Visualization, PowerPoint, Azure, Regression, A/B Testing, Market Trend Analysis, Big Data, Data Cleaning, Problem Solving, Team Leadership, Documentation, Communication, Collaboration, Data Analysis, Statistical Analysis, NumPy, Scikit-learn, Jupyter Notebook, GitHub, Google Sheets, Stakeholder Reporting, Attention to Detail, Keynote

## EDUCATION

### B.S. | Data Science

Minor in Mathematics, Computer Science, Business Administration · University of Oregon · Eugene, OR · 2025 · 3.54