Sakar Phuyal

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EDUCATION

University of Maryland, Robert H. Smith School of Business   **College Park, MD, USA**
Master of Science, Business Analytics | Terrapin Scholar
- Relevant courses: Database Management System, Decision Analytics, Data Processing and Analysis in Python, Statistics, Regression, Data Visualizations and Web Analytics, Data Mining and Predictive Analytics, Big Data and AI, Price Optimization

University of Minnesota, College of Continuing and Professional Studies   **Minneapolis, MN, USA**
Bachelor of Applied Science, Health Care Administration | Minor in Management
- Dean's List, Member of the Society for Collegiate Leadership & Achievement
- Study Abroad Program, Costa Rica

TECHNICAL SKILLS & CERTIFICATIONS

Languages: Python, Structured Query Language (SQL), R
Software & Tools: Microsoft Office Suite, Microsoft SQL Enterprise, Tableau, Power BI, VS Code, R Studio, Salesforce, MySQL Workbench, Jira, Agile, Scikit-learn, PySpark, AWS, SAS, Alteryx, Hive, ETL tools, AB Testing, CRM tools, BPM tools, Pandas, NumPy

Certifications: Applied Business, University of Minnesota   *December 2020*
                 Google Data Analytics Professional Certificate   *January 2023*

PROFESSIONAL WORK EXPERIENCE

GIS & Data Services Center, University of Maryland Libraries   **College Park, MD, USA**
Data Consultant   *April 2023 – May 2024*
- Improved data-driven decision-making by **20%** via competent use of **Tableau and Power BI** in the development of dashboards and reports for **multiple projects** such as Vaccine Mapper, Plant Patent, and Workshop Analysis.
- Facilitated individualized consultation in **Python, R, Excel, SQL,** and **Tableau**, resulting in a **60%** improvement in participants' proficiency in data analysis. Delivered comprehensive workshops on **data visualization** techniques to **100+** individuals at once.
- Utilized **Exploratory Data Analysis**(EDA) and data transformation methods to ensure data accuracy, extract meaningful insights, and identify trends and patterns across diverse projects, resulting in improved efficiency by **75%.**
- Implemented **predictive analytics** techniques and **statistical modeling** to forecast future trends and optimize query response times. Achieved a **40%** improvement in forecasting accuracy and reduced query response time.

Kneewell, LLC (Start-Up)   **Minnetonka, MN, USA**
Marketing Analyst and Business Developer   *April 2020 – March 2022*
- Developed and managed data-driven **sales dashboards** to monitor sales performance against targets and optimized **resource allocation** resulting in a **20%** increase in both sales and return on investment (ROI).
- Administered **Search Engine Marketing (SEM) and Search Engine Optimization (SEO)** to enhance the company's website ranking and organic traffic. This resulted in a **40%** increase in website engagement and customer retention.
- Conducted market analysis, including **trends** and **competitors'** analysis, and presented **data-driven recommendations** to the CEO, leading to an **80%** increase in conversion rate.

PROJECTS EXPERIENCE

Hospital Management System Database | SQL, Tableau, Lucid Chart, ER Model, Relational Schema, Data Wrangling
- Leveraged **advanced SQL queries** to design a comprehensive hospital administration database that reduced data-related issues and improved data management efficiency and productivity by **30%.**

Time Series Forecasting for Energy Consumption | R, ETS, ARIMA, SARIMA
- Developed a highly accurate energy consumption prediction model through advanced time series forecasting in **R** showcasing expertise in ETS, ARIMA, and SARIMA models, resulting in an impressive **94% accuracy rate**.

Strategic Price Optimization Model for Leading Beverage Retailer | R, Python, Tableau, SARIMA, Regression, Excel, Alteryx
- Developed and implemented a robust **statistical price optimization model,** leveraging log-linear, linear regression, and seasonal ARIMA. This model achieved an 88% accuracy rate in determining price and cross-price elasticity, enabling data-driven price recommendations to enhance profitability.

LEADERSHIP AND VOLUNTEER EXPERIENCE

Research Assistant, University of Minnesota   *January 2020 – May 2020*
- Collaborated with upper management and marketing department professors to develop strategies that boosted customer success, achieving a **30%** increase in survey participation.
- Partnered in six research sessions focused on consumer behavior and market experience, contributed to a **15%** enhancement in the department's research output.

DISTINCTION
- Languages: English, Nepali and Hindi