Shyam Parmar

shyamparmar@usf.edu | +1 (971) 258-4911 | Tampa, FL | LinkedIn | GitHub | Website Portfolio

EDUCATION

Master of Science: Business Analytics and Information Systems (Analytics and Business Intelligence) **Aug 2021 – May 2023**
University of South Florida | Tampa, FL | GPA: 3.8

Bachelor of Science: Business Analytics and Information Systems (Cyber-Security) **Aug 2018 – Jul 2021**
University of South Florida | Tampa, FL | GPA: 3.6

Google Data Analytics | Specialization Certificate **Jul 2021**

TECHNICAL SKILLS

- Python | R | SQL | HTML | CSS | JavaScript
- Hadoop | Apache Spark | Flask | PostgreSQL
- Tableau | Power BI (Data Visualization Tools)
- Microsoft Office (Excel, Word, PowerPoint, Project, Visio)

EXPERIENCE

Data Scientist **Jan 2022 – Current**
University of South Florida – Athletics Tampa, FL

- Leveraged machine learning models for ticket sales, revenue, and attendance predictions, optimizing resource allocations and strategic planning for 8 ticketed sports, resulting in a 61% increase in revenue, and ticket sales by 40%.
- Performed comprehensive sales and consumer analyses, informing ticket pricing strategies that enhanced competitive positioning and increased sales by 40%, and utilized logistic regression to segment season ticket holders, achieving a 8% higher conversion rate for ticket holders.
- Developed a PostgreSQL database and implemented a Python data retrieval algorithm to automate data collection and dashboard visualization updates with Power BI, reducing data access time by 98%.
- Conducted in-depth analysis and established UTM tracking for communication marketing, improving targeted communications resulting in an increase in fan engagement by 50%.

Data Analytics Intern **Jan 2022 – May 2022**
Publix Super Markets Lakeland, FL

- Developed a highly effective recommender system using a supervised predictive model in Python, resulting in a 5% improvement in inventory accuracy for nearly 1,300 Publix stores, without increasing labor or time consumption.
- Leveraged complex SQL queries to extract large amounts of data (1 million+ records) Teradata for use in a predictive model and an outlier detection algorithm, resulting in increased accuracy and efficiency in inventory management.
- Presented detailed project information and results to the team, demonstrating how the project improved inventory and positively impacted the business.

Data Analyst **Oct 2021 – Mar 2022**
National Senior Games Association Tampa, FL

- Analyzed how COVID-19 impacted the lives of the organization's members in terms of physical activities and health based on data taken from a survey of 6000+ members nationwide using Python to write a research article.
- Utilized R to perform statistical analysis for a variety of hypotheses using Chi-Square, Logistic Regression, and ANOVA testing techniques to determine P-Values using alpha of 0.05 and conclude the hypotheses results.
- Generated reports using MS Power BI creating KPIs on members' habits, health, and impact from COVID-19 including vaccination rates and diagnosis.
- Performed predictive analysis on the number of people that might test positive to COVID-19 with a Logistic Regression model.

Data Analyst - Research Assistant **Oct 2021 – Dec 2021**
University of South Florida – School of Aging Studies Tampa, FL

- Leveraged Python programming language to analyze data captured from a music application of 100+ users with dementia that participated in research taken for 7 days per participant.
- Conducted pre-processing and data cleanup using Python and created a summary dataset to track variables such as listening time, number of songs, genre, artist, and daily user behavior improving data summarization and efficiency by 10%.
- Presented information by generating reports and visuals using MS Power BI; illustrating key performance indicators that help the researcher professors understand user behavior associated with the music application.

References available upon request.