

Brian Bak

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EDUCATION

Chapman University

Orange, CA

Bachelor of Science in Data Analytics, Minor in Business Administration

2019 - 2023

Relevant Coursework: Machine Learning, Database Management, Data Structures and Algorithms, Applied Business Analytics

PROFESSIONAL EXPERIENCE

Eventellect

Houston, TX

Account Analyst, Touring

July 2023 – Present

- Manage pricing for a portfolio of ticket inventory across a variety of dynamic markets such as concerts, NCAA bowl games, and tennis tournaments to maximize ROI and deliver value to our clients.
- Support the Ticket Strategy & Client Service team with research, analysis, and preparation of data, including, but not limited to, team inventory performance, game-by-game sales performance, broader sales trends, and marketplace evaluations.

Fowler School of Engineering, Chapman University

Orange, CA

Peer Advisor

October 2022 – May 2023

- Assisted students of all class standings with planning out their course schedules, understanding their program evaluations, and reviewing their course catalogues.
- Ensured understanding with program requirements for all majors and minors within Fowler School of Engineering.
- Communicated with other Peer Advisors to inform them of certain students that are more suited for their expertise.

NASCAR

Daytona Beach, FL

Intern, Data Strategy

June 2022 – August 2022

- Designed a variety of Tableau dashboards after analyzing business related data such as crm, email, surveying, merchandising, and ticketing to generate strategic decisions as the sole intern for the Data Strategy Department.
- Showcased and presented key data metrics using Tableau to several upper management directors across multiple departments, ensuring their awareness regarding the organization's successes as well as targeting areas for growth.
- Guided the sales and marketing departments with finding and creating unique customer audiences to target using Flywheel and Snowflake.

SELECTED PROJECTS

Work Projects

NASCAR: Resident Discounts

August 2022

- Created interactive Tableau dashboards to visualize which tracks may benefit from implementing a discount for nearby residents given certain characteristics such as the number of local ticketholders, retention scores, and purchasing behavior.

NASCAR: Leading Event Buyers in Phoenix

July 2022

- Performed an analysis on buyer behavior such as DMA, household income, and distance to determine which demographics to target for lower tier circuits held during Championship Weekend in Phoenix.

NASCAR: Partner Emails

June 2022

- Analyzed a wide variety of engagement rates from emails sent by NASCAR sponsors to evaluate each partner's performance.
- Notified upper-level management of partners that created unfavorable standings with fans.

Personal Projects

Pre Draft Preview: how will the Seahawks cash in on their draft capital?

April 2023

- Composed a report using stats and data visualizations to analyze the performance of the Seahawks during their 2022 season.
- Conducted research on prospective draft prospects to evaluate who the Seahawks should target with their draft selections.

Sea Us Rise: An Assessment on the Seattle Mariners

March 2022

- Formalized a written report using MLB statistics and data visualization tactics to explain and interpret insightful analysis of the Seattle Mariners 2021 season performance.
- Created models using MLB related packages in R to display and analyze certain team strengths and weaknesses, compared to other teams in the league.

SKILLS

Programming Languages and Platforms: Tableau, R, Excel, SQL, HTML, CSS, Python, Jupyter Notebook, VS Code, Flywheel

Languages: English, Korean