Brian Bak

Orange, CA | 425-777-0089 | bbak@chapman.edu | LinkedIn | Portfolio

EDUCATION

Chapman University   **Orange, CA**
Bachelor of Science in Data Analytics, Minor in Business Administration   *Anticipated Graduation: May 2023*
Relevant Coursework: Machine Learning, Database Management, Data Structures and Algorithms, Applied Business Analytics

PROFESSIONAL EXPERIENCE

Fowler School of Engineering, Chapman University   **Orange, CA**
Peer Advisor   *October 2022 – Present*
- 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**
Data Strategy Intern   *June 2022 – August 2022*
- Evaluated and monitored campaign performance and success, while generating and offering strategic recommendations 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.

Udaptive   **Orange, CA**
Data Analytics Intern   *March 2021 – June 2021*
- Researched under the guidance of an analytics professor to analyze and create datasets through Excel and R for teaching.
- Collaborated with interns to ensure projects are completed with high standards and by deadline for optimal performance.

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
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.

Big Data Bowl   *January 2022*
- Competed in a Kaggle competition hosted by the NFL in which a metric was designed after analyzing 7 different datasets to serve as a strategic statistic for special teams' performance.
- Constructed a report using a variety of NFL related packages in R to analyze special teams' players and display noticeable trends based on our metric.

SKILLS

Programming Languages and Platforms: Tableau, R, SQL, Excel, Python, Jupyter Notebook, VS Code
Languages: English, Korean