

BRYAN KWAN

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PROFESSIONAL SUMMARY

Results-driven analytics professional with a Bachelor's degree in Marketing and Professional Sales and currently pursuing a Master's in Applied Business Analytics. Experienced in SQL modeling, financial analysis, dashboard development, and translating large datasets into actionable business insights. Proven ability to support leadership decision-making through KPI reporting, forecasting, and data-driven strategy across retail and athletics environments. Seeking to leverage strong analytical, technical, and business acumen to drive measurable impact within a growth-oriented organization.

PROFESSIONAL EXPERIENCE

University of Toledo Athletics

Data Science and Sports Analytics Intern

Toledo, OH, USA

January 2026 - Present

- Support Athletics leadership in financial and performance analytics, focusing on revenue optimization, resource allocation, and ROI of student-athlete benefit investments.
- Develop dashboards and analytical reports to track KPIs across ticket sales, operations, and athletics performance.
- Assist with benchmarking and financial modeling across peer institutions to support strategic planning.
- Built and refined a regression model in KNIME to identify key predictors of WS/40, removing multicollinearity and creating a weighted scoring framework to assist in transfer portal and trade candidate evaluation.

Modern Builders Supply

Market Analyst

Toledo, OH, USA

May 2025 - July 2025

- Led financial and performance analytics initiatives analyzing revenue, margin, and pricing trends across 10,000+ SKUs, supporting leadership decisions impacting multi-million-dollar revenue streams.
- Engineered advanced SQL queries and Excel models to perform monthly variance analysis, trend analysis, and KPI tracking, reducing manual reporting effort by 40%.
- Built Power BI dashboards to monitor revenue performance, cost drivers, and operational efficiency across departments, improving visibility and accountability.
- Supported budgeting and forecasting processes by tracking actuals vs. plan, identifying variances, and providing insights used in short- and long-term planning.
- Conducted ad hoc financial modeling and analysis to answer leadership questions related to pricing strategy, cost structure, and profitability.
- Regularly translated financial and analytical insights to non-financial stakeholders, strengthening cross-functional collaboration and data adoption.

Modern Builders Supply

E-Commerce Specialist

Toledo, OH, USA

October 2024 - May 2025

- Analyzed ecommerce revenue and expense data across Walmart and eBay platforms, contributing to a 30% year-over-year increase in online sales.
- Built Excel-based reporting models to track sales trends, performance by channel, and product-level profitability.
- Supported operational and financial decision-making through data-driven insights into pricing, promotions, and customer behavior.
- Automated recurring reports using Excel and Power Query, saving 10+ hours per week.

Chartwells Compass Group

Marketing Intern

Toledo, OH, USA

August 2023 - July 2024

- Conducted digital marketing and engagement analysis to evaluate campaign performance across social and on-campus channels, driving a 15% increase in engagement.
- Supported event marketing initiatives and performance reporting, delivering insights used to optimize future campaigns and student outreach.

Greek House Apparel

Sales and Marketing Intern

Jacksonville, FL, USA

May 2023 - August 2023

- Analyzed CRM and outreach performance data to identify high-potential prospects, generating \$300+ in new sales within one internship cycle.
- Supported email marketing and digital campaigns, applying segmentation and performance tracking to improve engagement.

EDUCATION

University of Toledo

Master's, Business Analytics

August 2024 - May 2026

GPA: 4.0

- Concentration in Marketing

University of Toledo

Bachelor's, Marketing & Professional Sales (Double Major)

August 2021 - May 2024

GPA: 3.94

- Digital Marketing (Minor)
- Summa Cum Laude - Highest Honor
- Phi Kappa Phi Chapter Member - Honors Society

SKILLS

Programming & Data Tools: Python, SQL, HTML, Power Query, KNIME, SPSS

Data Analytics & Visualization: Power BI, SAS, Google Analytics, Excel (Advanced Functions, Pivot Tables, Data Modeling), R & R Studio, Tableau

Software & Platforms: Adobe Creative Suite (Photoshop, Premiere Pro), Microsoft Office Suite (Word, PowerPoint, Outlook), Google Workspace, Salesforce, HubSpot, Shopify, WordPress, Klaviyo, Prismic, Facebook Business Suite, Hootsuite, Arena Simulation Software

Data Engineering Concepts: ETL, Data Modeling, Data Cleaning, Automation Pipelines

Marketing & SEO Tools: Digital Marketing Analytics, SEO Optimization, Social Media Management, Content Strategy

Languages: English, Mandarin, Cantonese, Malay

ANALYTICS & ACADEMIC PROJECTS

Sports Analytics & Roster Valuation Model | UToledo Athletics

- Developed regression models using KNIME to analyze NCAA player performance data, identifying key predictors of Win Shares per 40 Minutes (WS/40) through coefficient analysis and statistical significance testing.
- Evaluated multicollinearity using correlation matrices and variance inflation factors (VIF), refining models to improve stability and predictive reliability.
- Built position-specific scoring frameworks for guards and bigs, weighting performance metrics based on regression coefficients to create a custom player valuation model.
- Applied the model to analyze transfer portal and trade targets, supporting athletics decision-making by quantifying player efficiency, fit, and projected ROI.
- Translated model outputs into clear dashboards and ranking systems to assist leadership in identifying high-impact roster additions.

NBA Player Salary Valuation Model | Excel · Power Query · Power BI · KNIME

- Developed a predictive model using 2022–2023 NBA player performance data (470+ players) to evaluate salary justification and return on investment (ROI) based on metrics such as points, assists, rebounds, and efficiency ratings.
- Cleaned, transformed, and integrated raw datasets from multiple sources using Excel and Power Query, ensuring accuracy and consistency across 25+ statistical variables.
- Designed interactive dashboards in Power BI to visualize player efficiency versus salary distributions, uncovering undervalued and overvalued contracts through trend and variance analysis.
- Leveraged regression modeling and feature selection techniques (via KNIME) to identify key performance indicators influencing player compensation and team spending efficiency.
- Delivered a 7,000-word analytical report translating technical insights into actionable strategies for salary optimization, talent valuation, and financial decision-making in sports management.

Customer Segmentation & Cluster Analysis | SAS Viya

- Performed K-Means clustering to segment customer satisfaction data and identify high-value groups based on delivery speed, price flexibility, and product quality.
- Produced cluster visualizations and actionable insights to inform targeted marketing and operational improvements.