

# DAN MURPHY

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## EDUCATION

University of California, Riverside – Riverside, CA

December 2024

**Master of Science, Computer Science**

## TECHNICAL SKILLS

**Environments:** Mac, Linux, Windows

**Languages:** Python, C/C++, Java, SQL

**Tools:** Excel, Tableau, Apache Spark, Hadoop, Sklearn, Pandas

## EXPERIENCE

Sunscape Eyewear – Irvine, CA

June 2024-Present

### **Data Scientist**

- Spearheading data collection processes, data storage, and reporting tools using Tableau, SQL and Python with various APIs
- Formulating strategic KPIs with executives to provide actionable data-driven insights and enhancing client relationships
- Creating root cause reports by analyzing customer data to improve customer retention
- Applying predictive models to predict target groups and optimize launch dates to maximize sales

Sunscape Eyewear – Irvine, CA

April 2023-June 2024

### **Data Scientist Intern**

- Built data collection processes and reporting tools using Tableau and SQL from scratch
- Optimized SEO with predictive modeling yielding an 18% increase in site traffic
- Improved customer retention by 32% by analyzing trends and revealing actionable insights
- Enhanced product targeting and forecasting via predictive models resulting in an 180% increase in sales
- Collaborated directly with the executive team to define and report on KPIs for multi-million-dollar companies, resulting in data-driven decision making and enhanced client relationships

AAA Tree Service – Murrieta, CA

Sept 2021-May 2023

### **Data Engineer**

- Designed and built databases from scratch with high-level architectural design patterns
- Automated daily tasks and workflows to streamline data ingestion, reducing manual intervention by 250%
- Collaborated with cross-functional teams to gather insights and requirements to deliver data solutions

Engineering Systems – UC Riverside

April 2019-June 2020

### **System Administrator Assistant**

- Maintained and configured 250+ Windows and Linux machines
- Managed security protocol and permissions of domain and non-domain devices
- Increased team productivity by automating tasks through batch and shell scripting
- Ensured that all server hardware, software and procedures align with organizational standards

BCOE Website – UC Riverside

May 2019-January 2020

### **Assistant Developer**

- Streamlined website development by migrating to Acquia's Drupal hosting service
- Decreased page load times exceeding 2500% using a content delivery network
- Worked alongside web master to implement changes to site
- Created custom Drupal modules using PHP and JavaScript