

Nicolas ChengYi Loke

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EDUCATION

Missouri State University – College of Business

Bachelor of Science in Data Analytics

Springfield, MO

Graduation: May 2024

- Honors: Dean's list (Fall'22, Spr'23, Fall'23, Spr'24)

PROFESSIONAL EXPERIENCE

CoxHealth

Data Analyst

May 2025 - Present

- Built and maintained interactive dashboards to track KPIs across Contact Services and Consumer Experience, enabling weekly operational reviews and more proactive decision-making for 300+ call center staff.
- Analyzed datasets from Verint and scheduling systems to identify trends in queue performance and appointment demand, informing staffing adjustments that reduced call abandonment during peak hours by ~12% and improved operational efficiency by ~5%.
- Partnered with leadership to surface insights that improved patient scheduling workflows, reducing average time-to-appointment by 1.4 days across select departments.
- Automated recurring reporting processes using SQL and Excel macros, reducing manual reporting time by 8–10 hours per month and improving delivery consistency.
- Supported cross-department projects by translating business questions into analytical requirements, contributing to 3+ ongoing initiatives focused on patient access and consumer satisfaction.

Branson/Lakes Area Chamber of Commerce & Convention and Visitors Bureau

Sales & Analytics Coordinator

June 2024 – May 2025

- Analyzed \$175K+ in tourism incentive funds to identify spending patterns and budget inefficiencies, enabling recommendations that drove ~5% reduction in non-essential costs.
- Managed and optimized Simpleview CRM data, improving lead scoring and pipeline tracking, resulting in an 11% conversion rate increase and 18% YoY sales revenue lift for participating partners.
- Developed forecasting models for visitation, economic impact, and budget allocations, improving forecast accuracy by ~9% and supporting city and board-level planning.
- Created financial and marketing dashboards in Excel and Power BI used by 20+ internal and external stakeholders, enabling more transparent reporting on tourism performance.

PROJECTS & COMPETITIONS

United States Information Technology Collegiate Conference (USITCC)

- **Business Analytics:** 1st in Regionals and 3rd in Nationals (2023), 1st in Nationals (2024)
- **Microsoft Office (Excel, Access and PowerPoint):** Honorable Mention (2024)

SKILLS

- **Software:** SQL, R (dplyr, tidyr, ggplot2), Java, Python, Simpleview CRM, Datafy
- **Tools:** Kaggle, Github, Excel, Tableau, Power BI, SPSS/JASP, R Studio, Hadoop, Microsoft Office
- **Certificates:** Google Data Analytics Professional Certificate, Professional in Destination Management Program
- **Languages (Spoken/Written):** English, Mandarin, Malay, French (Beginner)