Pavlo Mysak

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EDUCATION

State University of New York at New Paltz <div align="right">New Paltz, NY</div>
B.S. Business Analytics; Minor in Economics <div align="right">Expected May 2025</div>

      Cumulative GPA: 3.92/4.0; Dean's List 2022-2024
      Relevant Coursework: Adv. Business Analytics, Big Data Management, Time Series Analysis, Linear Programming

WORK EXPERIENCE

La Tourangelle <div align="right">Remote</div>
Data Scientist - eCommerce <div align="right">Nov 2023 – Present</div>
eCommerce Analyst Intern <div align="right">Apr 2023 – Aug 2023</div>

- Developed and implemented a Double Machine Learning (DML) algorithm to estimate causal effects of brand performance across retailers, results utilized to drive sales strategies and pitch to buyers.
- Built and automated a sentiment analysis pipeline in Python, scraping and analyzing Amazon reviews, using NLP and AI models to summarize consumer preferences, driving product innovation and marketing strategy.
- Developed a predictive demand forecasting model using linear regression, optimizing inventory levels and reducing Amazon fulfillment fees by 20%, resulting in annual savings of $150,000.
- Led A/B testing initiatives for Amazon listings, optimizing copy and visuals, achieving a 15% improvement in click-through rates and a 6% increase in conversion rates.
- Created, maintained and presented monthly category forecasts to guide marketing strategies.
- Spearheaded the development of 4 interactive dashboards to present sales and marketing KPIs to management.
- Conducted observational causal inference analysis on product specifications, leading to the development of a new product that outperformed others in the existing lineup by 10% in units sold.
- Managed P&L for a dedicated eCommerce account, utilizing data-driven insights to optimize pricing, logistics, and marketing investments, resulting in consistent 15% YoY growth.
- Delivered 20 monthly reports outlining sales, marketing, inventory health, and consumer behavior KPIs, providing actionable insights for strategic realignment and product launches.

SUNY New Paltz <div align="right">New Paltz , NY</div>
Supplemental Instruction Leader – Statistics I <div align="right">Jan 2024 – May 2024</div>

- Facilitated out-of-class interactive study sessions to help over 15 statistics students in the school of business learn course concepts, basic R programming and prepare for exams.

IZEA <div align="right">Remote</div>
Data Analytics & Strategy Intern <div align="right">Jan 2023 – Apr 2023</div>

- Developed 15 interactive Tableau dashboards to visualize marketing data and facilitate data-driven decision making.
- Utilized SQL, Tableau and Excel to gather, clean and analyze data.
- Collaborated with a team of 10 interns in a fast-paced, start-up-like environment.

ACTIVITIES & PROJECTS

[Business Analytics Competition @ Manhattan College](#) <div align="right">NYC, NY</div>
Top 3 Overall out of 21 Teams <div align="right">May 2024</div>

- Conducted a causal inference analysis using fixed effect regression discontinuity design (RDD) model to quantify the impact of COVID-19 on nursing home financial performance from 2015-2022.
- Presented findings to a panel of 12 industry experts, utilizing strong communication and data storytelling techniques.

[Imbalanced Classification using Cost-Sensitive Learning, Ensemble Learning, SMOTE](#) <div align="right">Jun 2024</div>

- Identified and deployed data-level (SMOTE) and algorithm-level (cost-sensitive learning, ensemble methods) techniques to address the imbalanced classification problem in machine failure detection.

SKILLS

Python (Pandas, Numpy, Scikit Learn) – R (dplyr, ggplot) – SQL – Tableau – Excel
Data Wrangling – Machine Learning (Regression, Classification, Clustering) – Causal Inference (RDD, DiD, A/B)