Pavlo Mysak

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EDUCATION

State University of New York at New Paltz   New Paltz, NY
B.S. Business Analytics; Minor in Economics   May 2025

> **Cumulative GPA:** 3.93/4.0; Dean's List 2022-2024
> **Relevant Coursework:** Machine Learning, Big Data Management, Time Series Analysis, Linear Programming

WORK EXPERIENCE

La Tourangelle   Remote
eCommerce Analyst   Nov 2023 – Present
eCommerce Analyst Intern   Apr 2023 – Aug 2023

- Developed a custom ML pipeline for purchase-order demand forecasting (XGBoost, Random Forest, MLP Neural Networks), saving $300k annually.
- Engineered a web-app for shipment planning, integrating a LightGBM demand forecasting model with EOQ optimization to auto-recommend future shipments.
- Conducted observational causal inference analysis on product specs, leading to a new product that outperformed others by 10% in units sold.
- Implemented a Double Machine Learning (DML) algorithm to estimate causal effects of brand performance across retailers, used in sales strategies and pitches.
- Built an automated sentiment analysis pipeline in Python, scraping and analyzing Amazon reviews, using NLP and AI models to summarize consumer preferences, guiding product & marketing decisions.
- Designed and deployed 4 interactive dashboards for sales and marketing KPIs.

SUNY New Paltz   New Paltz, NY
Teaching Assistant, Research Assistant   Jan 2024 – Present

- Providing academic support and leading lab sessions for 70+ students across 4 undergraduate courses, covering data visualization (Tableau), database management (SQL), statistical analysis (R), and advanced business analytics (ML).
- Conducting research on 'AI Applications in Online Retail' and 'The Impact of AI Popularity on Stock Volatility and Returns', responsible for coding, modeling, and analysis.

IZEA   Remote
Data Analytics & Strategy Intern   Jan 2023 – Apr 2023

- 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.

ACTIVITIES & PROJECTS

Business Analytics Competition @ Manhattan College   NYC, NY
Top 3 Overall out of 21 Teams   May 2024

- 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 data storytelling techniques.

Project Lead | SUNY New Paltz: Business Analytics Club Consulting Initiative   Jan 2025

- Founded and led a consulting project with a local hospitality business.
- Managed 10-person analytics team, overseeing client engagement and dashboard development.

SKILLS

Python (Pandas, Numpy, Scikit Learn, PyTorch) – R (dplyr, ggplot) – SQL – Tableau – Excel

Data Wrangling – Machine Learning (Regression, Classification, Clustering) –
Causal Inference (RDD, DiD, PSM, A/B)