

Tal Mullenbach

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ACADEMIC

Georgia Institute of Technology - Atlanta, GA

Dec. 2020

M.S. in Analytics – Analytical Tools Concentration – GPA 3.66

Relevant Coursework:

- Simulation, High-Dimensional Data Analytics, Machine Learning, Statistical Modeling and Regression Analysis, and Data and Visual Analytics

The University of Georgia (UGA) - Athens, GA

2012 – 2016

B.B.A. in Management Information Systems – GPA 3.85

Leonard Leadership Scholar - Certificate in Personal and Organizational Leadership

PROJECT

2019

Project Manager, CSE 6242 Data & Visual Analytics

- Led team of five graduate students over twelve weeks to identify the most lucrative park features per park for the National Park Service through text mining over 150K TripAdvisor reviews across 61 National Parks and eight years
- Scraped over 11 million words from TripAdvisor and used SpaCy and TF-IDF via Python to sort and identify unique keywords for each National Park resulting in a Tableau dashboard containing a word cloud of most frequently used and unique words used by visitors to describe each park
- Created a timeline of objectives that minimized bottlenecks and maximized autonomy of group members. Provided feedback and insight at each component to ensure alignment to project requirements and ease of handoffs between group members and their components. Ran weekly group meetings with detailed agendas, refined requirements and ensured alignment towards our common goal

PROFESSIONAL

The Home Depot - Atlanta, GA

2018 – 2019

Senior Analyst – Decision Analytics

- Oversaw four developers in multi-million dollar project focused on the consolidation of financial data into one source of truth, and the transition to a cloud-based reporting platform
- Translated business questions into actionable insights by building out reporting capabilities and accessibility via Google BigQuery and Tableau Online, performing deep data analyses with SQL, R, and Python, and collaborating with cross-functional teams across merchandising, finance, operations, and IT.
- Applied data mining and statistical analysis techniques to support business partners in making data-driven decisions. Used logistic regression model to analyze customer call center data, carpet price fluctuations, and on-site measurement technician notes to identify drivers for carpet sale conversion, which accounts for \$1 billion+ in annual sales

Ernst & Young (EY) - Atlanta, GA

2016 – 2018

Consultant – Technology Advisory

- Designed and implemented asset management solution at the largest utility company in the U.S. via an Agile (Scrum) development methodology through consolidating fragmented data into a centralized source and updating dashboards and reporting capabilities to allow for faster and simpler data access
- Analyzed regulatory and operational needs of S&P 500 clients, developed implementation roadmaps, and implemented re-engineered operational processes through iterative communication with and counseling of both internal and external project stakeholders

SKILLS

Programming Languages: Python, R, SQL, Scala, Java

Libraries/Tools: Tableau, Google Cloud Platform, Pandas/NumPy, D3.js, AWS, Arena