Sriyas Sapkota, MS, MBA

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EDUCATION

Eastern Illinois University — Charleston, IL
Master of Science in Computer Technology - GPA 3.88 — **Aug 2022 – Dec 2023**
Relevant Courses: Quantitative Modelling, Price Optimization, Finance, Operations, Leadership, Cost reduction
Master of Business Administration - GPA 3.88 — **Aug 2021 – May 2023**
Relevant Courses: Advanced Database, Data Processing and Analysis in Python, Statistics, Data Viz and Web Analytics

SKILLS

Programming Languages: Python, R, SQL, HTML/CSS
Libraries: NumPy, Matplotlib, Seaborn, Keras, Scikit Learn, Pandas, BeautifulSoup, Pytorch, AWS, PySpark, JIRA
Data Analysis Tools: Regression analysis, Hypothesis testing, Time series analysis, Clustering, Classification, Vlookup
Data Visualization Tools: Tableau, Looker Studio, Power BI, Matplotlib, Seaborn, PivotTable, Agile Methodology
Soft Skills: Growth Focused, Adaptive Learning, Teamwork, Collaborative, Empathy, Dedicated

PROFESSIONAL EXPERIENCE

Osborn Barr Paramore | *Marketing Data Analytics Intern* | St. Louis, MO — **Jun 2023 – Aug 2023**
Tools Used: Google Analytics, Google Tag Manager, Excel, PivotTables, Adobe Analytics, CRM, Ahref, Python, SQL
- Spearheaded Excel and SQL report creation, enhancing data accuracy by 12% for informed decision-making
- Led client reporting, amplifying engagement by 10% through compelling insights
- Streamlined ad-hoc data requests, slashing turnaround time by 20% with Google Analytics and CRM systems
- Engineered Looker Studio dashboards, slashing reporting time by 10% and boosting trend identification by 15%
- Executed marketing attribution models and customer journey analytics, driving a 15% increase in conversion rates

Eastern Illinois University | *Graduate Assistant* | Charleston, IL — **Aug 2021 – May 2023**
Tools Used: SQL(Oracle), Python, Tableau, Microsoft Access, Excel, PivotTables
- Streamlined Visualized data using Tableau and Microsoft Access, optimizing interpretation processes
- Cultivated online presence for EIU MBA program, driving engagement across LinkedIn and Facebook
- Supported professors in research and grading, refining administrative efficiencies
- Performed data analysis using Excel, using Pivot tables, VLOOKUP, conditional formatting, and visualizations

WhiteHat Engineering | *Digital Marketing Analyst and Manager* | Seattle, WA — **Aug 2018 – Aug 2019**
Tools Used: HTML/ CSS, Google Ads, Google Analytics, Ahref, Adobe After Effects, Figma, Python, Agile Methodology
- Orchestrated successful SaaS projects, leading and motivating a team of three analysts
- Directed Google Ads campaigns, amplifying web traffic by 20% and elevating conversion rates by 15%
- Achieved a 10% reduction in cost per click (CPC) through strategic keyword optimization
- Optimized campaigns, achieving a 10% CPC reduction and a 5% CTR increase through data-driven and A/B testing

PROJECTS

Internet Movie Database | *SQL, Tableau, Microsoft Access, Oracle*
- Designed Engineered SQL relational database for IMDb, enhancing data efficiency and modeling
- Illustrated movie trends through Tableau, yielding actionable insights

Oracle Label Security Implementation for Sales Projections | SQLPlus, Oracle Database
- Ensured Ensured Oracle Label Security for global stakeholders, safeguarding data privacy and confidentiality
- Implemented SQLPlus-based security policies, fortifying data protection and compliance standards.

Walmart Sales Forecasting | Python, Kaggle, Jupyter Notebook, Google Colab
- Utilized Python libraries for preprocessing, data mining, and visualization to enhance model performance
- Achieved an exceptional R-squared of 0.97, leveraging ML and AI techniques to optimize

CERTIFICATIONS

IBM AI Engineering Professional Certificate – IBM (IP)
IBM Data Science Professional Certificate – IBM
Google Data Analytics Professional Certificate – Google

Understanding and Visualizing Data with Python – University of Michigan
Marketing Analytics – University of Virginia