PUYALLUP
WASHINGTON

Redefining Post Covid

Jon Judge
MS Computer Science
Project Manager

Elamaran Jayabarathy
MBA Banking Technology
Business Data Analyst

Ali Nasirzonouzi
MBA Finance
Financial Analyst

Karmanpreet Singh
BBA Finance
Business Analyst

Phase 1 — Discover & Plan
Scope of work, market and organization analysis, Identify problem

Phase 2 — Analysis & Design
Data management plan & profiling, data gathering, ETL

Phase 3 — Develop
Detailed project data analysis, predictive and prescriptive analytics

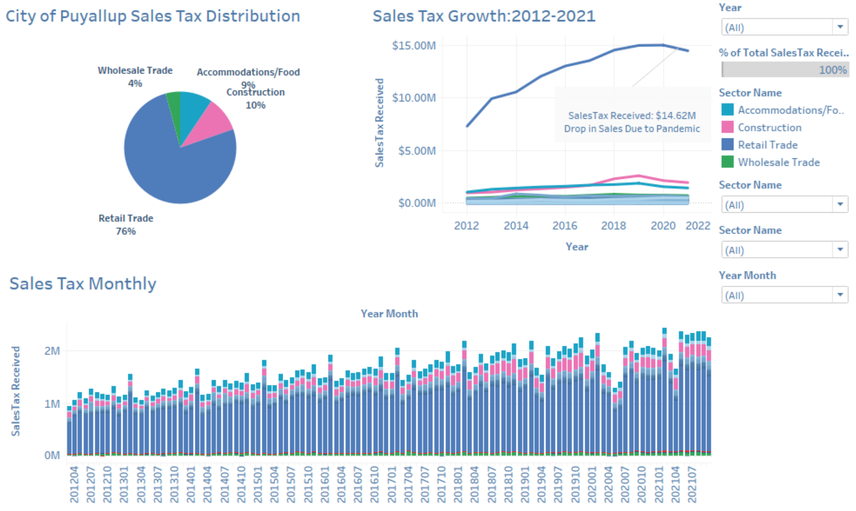
Phase 4 — Deploy
Prototype, Analyze Finding, Future step

With an eye on recovering from the Pandemic and understanding what a good economic recovery model would look like, the City of Puyallup teamed up with the University of Washington Master's of Business Analytics program to increase their economic resilience to recessions and dig deeper into sales tax and census data to understand the economic growth sectors within Puyallup. Our team accomplished descriptive, diagnostic, predictive, and prescriptive analytics to help the city gain deeper insights into their data during the four different phases of our project. Our descriptive, diagnostic, prescriptive and predictive analytics included social media analytics, demographic dashboards created within Tableau, sales tax analytics and modeling, and related city analysis.

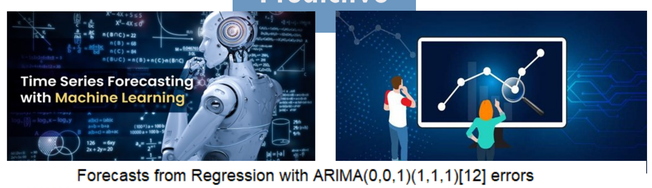
Scope

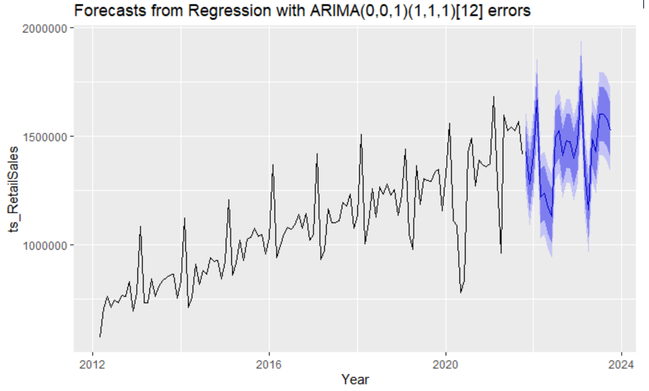
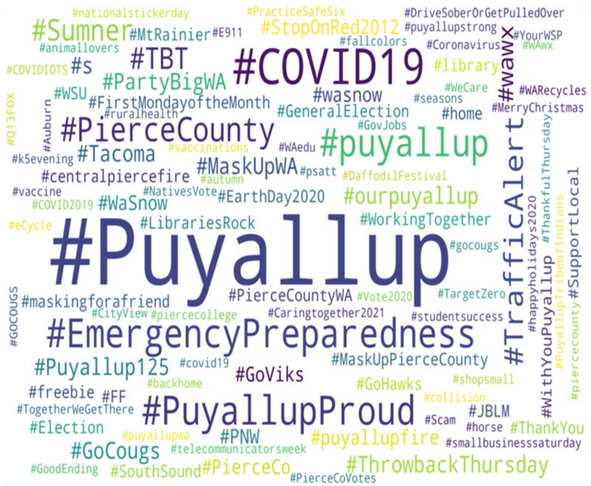
- Tax revenue analysis to identify growth sectors
- Economic impact on City Sales tax revenues due to pandemic
- Forecasting Future Sales Tax revenue
- Examine cities with related demographics to find key performance indicators

Descriptive



Predictive





Prescriptive