

William Higginbotham

Data Analyst | Software Engineer

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Profile

Passionate about leveraging data to enhance customer experiences, drive business growth, and solve complex challenges. Experienced in Python, SQL, R, and Tableau, with a strong foundation in user analysis, business optimization, and integrated marketing solutions. Adept at integrating data-driven strategies to achieve measurable growth.

Education

Data Analytics Certificate, *Rice University Bootcamp*
01/2024 – 07/2024

BS in Business Administration, *University of Colorado*
08/2019 – 05/2023
GPA: 3.6

Projects

Power BI Automation Tool (Work related)

Developed a Power BI tool for Blue Cross's enrollment department, automating workflows using SQL, DAX, and ETL processes, which reduced manual errors by 5% and improved processing efficiency over 6 months.

Python Data Visualization Dashboard 📊

Developed a dashboard using Python's Dash framework to visualize trends and analyze datasets dynamically. Features included real-time data updates, category-specific graphs, annotations, and data export capabilities.

Skills

Languages:

SQL, Python, R, JavaScript, HTML5, CSS, Java

Technologies:

Databricks, Google Analytics, ETL Processes (Pandas, NumPy), AWS (Lambda, S3, Redshift), Salesforce, Power BI, Tableau, Looker, JIRA, Confluence, PostgreSQL, MongoDB, Flask, React, TypeScript, TailwindCSS, Docker, Git, SSRS, SAP, Workday

Professional Experience

Data Analyst, *FirstSource*

01/2022 – present

- Designed and implemented a Power BI tool that automated enrollment processes, reducing manual errors and saving 1.5 hours per week per processor.
- Utilized Python and R for automation and analysis, optimizing reporting.
- Developed and maintained SQL-based reporting using SSRS to enhance cross-departmental analytics and track key business KPIs.
- Streamlined database queries to improve organizational reporting accuracy and decision-making.

Software Engineering Intern,

Brooks Tower Condo Management

09/2020 – 07/2021 | Denver

- Developed and optimized core ERP features, integrating sales and purchase recommendation functionalities to support management goals.
- Built and maintained front-end and back-end components using Java, SpringMVC, MySQL, HTML, CSS/Bootstrap, and JavaScript to create a scalable and user-friendly interface.
- Led data migration and system testing efforts, ensuring smooth deployment and integration within the company's operational workflow.
- Provided user training and documentation, supporting adoption and troubleshooting to improve ERP system effectiveness.