

Alastor Collins

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SUMMARY

Strategy-Driven Business Analyst leveraging a Business Analytics and Entrepreneurship-Focused Bachelor of Business Administration for Data Modeling and Predictive Analytics. Passionate about transforming complex, ambiguous data into actionable strategies with impactful results.

EDUCATION

Bachelor of Business Administration

Gonzaga University • Spokane, WA • 2026 • 3.37

- Concentrations: Business Analytics, Entrepreneurship & Innovation
- President's List, Dean's List 2x

PROJECTS

Non-Profit Analytics Project

Gonzaga University • August 2025 – Present

- Architected and deployed a Star Schema Business Intelligence (BI) solution to centralize program efficacy and constituent profile data for a non-profit, unifying records for over 12,000 people served.
- Leveraged advanced Power BI and DAX (including time-intelligence and calculated measures) to cleanse, merge, and transform raw, unstructured datasets into a governed data mart, ensuring data quality and readiness for visualization.
- Developed interactive Power BI dashboard which synthesized a data-driven narrative, answering 10+ critical operational questions regarding geographic client density and program longevity metrics.

Relational Database & BI Project

Gonzaga University • January 2024 – May 2025

- Modeled and constructed a fully 3NF-normalized retail database (9 entities, 50+ relationships) for a two-store, simulated small business, executing complex SQL queries (JOINS, aggregates, views) to facilitate comprehensive data manipulation and analysis.
- Architected a strategic AWS deployment roadmap and implemented two-tier, role-based access controls (Admin/General User) to secure sensitive customer data and manage reporting dashboard distribution for this simulated multi-state organization.
- Optimized the relational database structure across all 9 entities to efficiently ingest and process prepped data, supporting robust Business Intelligence (BI) reporting which enabled or production of insights on top-selling products, high-value customers, and promotional effectiveness.

WORK EXPERIENCE

Resident Assistant

Gonzaga University

August 2024 – Present, Spokane, WA

- Implemented data-informed engagement programs and provided direct support for 40+ residents, focusing on community satisfaction and conflict resolution.
- Facilitated 10+ inclusive events and workshops tailored to diverse student interests, boosting engagement and strengthening sense of community.
- Collaborated with campus partners to foster a respectful and inclusive living environment, ensuring adherence to university housing policies.

Corporate Sales Trainer

Zenith Marketing

June 2024 – August 2024, Bellevue, WA

- Drove sales performance and adoption by designing and executing data-informed enablement strategies for new service offerings, successfully integrating and accelerating the productivity of 3+ new sales representatives.
- Analyzed existing sales processes to develop targeted corporate training on marketing strategy, directly leading to the optimization of sales team conversion rates.
- Demonstrated high-level proficiency in client engagement, personally reaching 500+ retail members face-to-face daily to successfully initiate potential leads from diverse backgrounds and maintain a robust pipeline.

CORE COMPETENCIES

- Predictive Modeling, Regression Analysis, Power BI (Advanced DAX), Star Schema Design, Financial Forecasting, SQL (Complex Querying), Python (Algorithmic Modeling), Data Normalization (3NF) & Integrity, ERD Modeling, Feasibility Assessment, New Venture Creation, Strategic Business Decisions, Operations Management, Advanced Excel, Microsoft Office Suite (Access, PowerPoint, Word), Cross-Functional Communication.
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