Amoni Haynes

PROJECTS

Cannabis Retail Sales Data Analysis   04/2025

- Leveraged **BigQuery** for **SQL queries**, Google Sheets for **data cleaning**, and **Tableau Public** for dashboard creation to analyze cannabis retail sales across a 53-week period
- Identified key retail trends including consistent growth in adult-use cannabis sales, price sensitivity in product demand, and seasonal sales spikes (**highest: week ending December 23, 2023**)
- Delivered visual insights on total sales, product volume, and pricing trends, enabling strategic recommendations for pricing strategy, inventory focus, and market forecasting

Online Retail Sales Analysis   03/2025

- Performed **data wrangling** and **exploratory data analysis** on real-world online retail transactions using **SQL queries**, uncovering KPIs such as top-selling products, customer segments, and revenue trends
- Built interactive **Tableau** dashboards to deliver data visualizations highlighting monthly revenue growth (**peak: $1.16M in November**), product-level performance, and country-level sales breakdowns
- Generated actionable business insights and recommended data-driven strategies such as SKU bundling, international market targeting, and B2B customer retention tactics to increase long-term revenue

U.S. Weather Trends Analysis   02/2025

- Conducted data analysis using R programming on weather data from major U.S. cities to evaluate seasonal patterns in temperature, humidity, and precipitation
- Created a comprehensive R Markdown report to present insights including Los Angeles as the hottest city and Chicago as the most humid, identifying potential risks like heat waves and heavy rainfall
- Extracted climate insights by calculating averages, comparing city-level trends, and visualizing results to support recommendations for seasonal preparedness and city-specific planning

WORK EXPERIENCE

Rise at Seven - New York, NY
Digital PR Associate   04/2024 – Present

- Collected and cleaned raw data using **Google Sheets** and **Excel** through **sorting, filtering**, and **conditional formatting**
- Developed weighted ranking functions to prioritize datasets for campaign ideation and media outreach strategies.
- Analyzed media performance metrics using tools like **Google Search Console, AHREFS,** and **BuzzSumo** to uncover high-performing content
- Leveraged insights to optimize campaign targeting and improve pitch success rates.

CONTACT

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- github.com/AmoniH12-3/first-repo

SKILLS

- SQL (BigQuery)
- Tableau
- Excel (VLOOKUP, Conditional Formatting, Pivot Tables)
- R Programming
- Data Visualization

EDUCATION

University at Albany, SUNY
Bachelor of Arts
Communications
Albany, NY — 05/2022

OTHER

- Google Data Analytics Professional Certificate

- Created post-campaign reports and data-driven content strategies in collaboration with senior team members, tracking KPIs such as impressions, engagement rate, and media value to support future planning and increase campaign ROI.

* Additional experience can be found on my [LinkedIn](#)