

ANTHONY BAPTISTE

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May 2026

DeKalb, Illinois

Education

Northern Illinois University

Bachelor of Science in Operations and Information Management, Computer Science Minor

Relevant Coursework

- Data Analytics
- Enterprise Systems
- Predictive Analytics
- Database Management
- Data Visualization
- Statistics
- Information Systems
- Business Intelligence

Experience

Marketing Consultant Intern

Mystery Street Recording Company

August 2025 – December 2025

Chicago, IL

- Conducted competitor and social media analysis of 15+ peer studios, uncovering 3 new audience segments for targeted outreach.
- Analyzed SEO, engagement, and campaign metrics to generate actionable insights for growth initiatives.
- Presented data-driven recommendations on audience segmentation, channel strategy, and partnerships to client leadership.

Network Planning Analyst Intern

Shipt

June 2025 – August 2025

Birmingham, AL

- Designed and deployed an end-to-end Tableau analytical system analyzing daily order data across Shipt's national delivery network of 30,000+ ZIP codes, improving visibility of delivery KPIs by 30%.
- Automated daily Tableau extracts, cutting manual reporting time by 10+ hours per week and enabling 5+ teams to access live performance data.
- Delivered geospatial Tableau dashboards used by 15+ regional planners/associates, increasing decision speed and network optimization efficiency by 25%

IT Data Analyst Intern

Innovation Dupage

March 2025 – May 2025

Glen Ellyn, IL

- Built Tableau dashboards tracking 20+ KPIs across programs, improving reporting efficiency by 40%
- Leveraged advanced Excel techniques (PivotTables, VLOOKUP, conditional logic) to uncover trends in participant engagement and support strategic program adjustments.
- Supported Salesforce CRM optimization by generating custom reports, maintaining dashboards, and streamlining project tracking workflows for internal teams.

Projects

Retail Data Project | Python, PostgreSQL, Tableau

September 2025

- Engineered a full-stack analytics solution using Python, PostgreSQL, and Tableau to simulate real-time retail decision-making.
- Designed a relational schema, automated ETL pipelines, and implemented regression models (MAE/RMSE) for forecasting.
- Delivered interactive dashboards to visualize sales and performance across regions and SKUs.

Technical Skills

Languages: Python (pandas, numpy, scikit-learn), C++, SQL

Visualization Tools: Tableau, Power BI, Excel, Matplotlib

Technologies/Frameworks: Snowflake, SAP, GCP, Git/Github

Extracurricular

School Extracurriculars & Competitions

2022–Present

Northern Illinois University

- **Winner – NIU Data Visualization Competition (HAVI)** — Developed a Power BI dashboard analyzing supply chain inefficiencies using Excel-based data.
- **Association for Computer Machinery** — Participated in NIU's Association for Computing Machinery chapter, Setting up tech talks and coding events as well as recruitment and social media management.