

# ANTHONY BAPTISTE

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## Education

### Northern Illinois University

May 2026

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

*DeKalb, Illinois*

## Relevant Coursework

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

## Experience

### Marketing Consultant Intern

August 2025 – December 2025

*Mystery Street Recording Company*

*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

June 2025 – August 2025

*Shipt*

*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

March 2025 – May 2025

*Innovation Dupage*

*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.