

# ANTHONY BAPTISTE

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📁 [Portfolio](#)

## Education

### Northern Illinois University

May 2026

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

*DeKalb, IL*

## Relevant Coursework

- Data Analytics
- Enterprise Systems
- Lean/Six Sigma
- Database Management
- Service Operations
- Operations Management
- Process Improvement
- Decision Science

## 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.
- Enabled data-driven decision-making across Market Ops and Network Planning through dynamic, geospatial visualizations with customizable metrics and map-to-map comparisons.

### 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%
- Applied advanced Excel (PivotTables, VLOOKUP) to analyze program metrics and engagement.
- Maintained and enhanced Salesforce CRM dashboards and reports to support project management, stakeholder communication, and performance monitoring at scale.

## Projects

### HAVI Supply Chain Data Analysis | *Python, Power BI*

April 2025

- Built a Power BI dashboard to analyze inventory, supplier performance, and waste in a national QSR supply chain.
- Used Python to calculate forecast gaps, over-deliveries, and supplier discrepancies across restaurants and products.
- Delivered a branded, filterable dashboard to support executive decisions and reduce excess inventory.

### Intelligent Routing Optimizer | *python (Pandas, OR-Tools), PostgreSQL, Streamlit*

October 2025

- Optimized last-mile delivery routes using Google OR-Tools and Python, reducing simulated transportation distance by over 25 percent
- Integrated geospatial data, time windows, and delivery constraints into a dynamic routing model to reflect real-world logistics conditions.
- Built predictive modules to forecast shipment delays and visualized routing outcomes in dashboards to support data-driven logistics decisions.

## Technical Skills

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

**Visualization Tools:** Tableau, Power BI, Excel, Matplotlib

**Technologies/Frameworks:** Snowflake, Google OR tools, GCP, SAP S/4HANA

## 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 Python and Excel-based data.
- **Member** – **Association for Supply Chain Management (ASCM)** — Attend Chicagoland chapter/School events and participate in professional development workshops.