Kyle Alies

Edmonton, AB

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Summary:

Data Analyst with expertise in Python, SQL, and Power BI, skilled in extracting actionable insights and crafting compelling visualizations for stakeholders of all technical backgrounds. Passionate about data-driven decision-making, collaborative problem-solving, and leveraging emerging technologies to drive business growth and innovation.

Skills:

- **Programming Languages & Libraries:** Python, Pandas, NumPy, SciPy, Matplotlib
- **Data Visualization**: Microsoft Power BI, Tableau
- **Business Analytics:** KPI tracking, campaign performance measurement, trend analysis
- **Technical Tools:** Microsoft Excel, Machine Learning, AI, Adobe Creative Suite
- **AI & Machine Learning:** TensorFlow, Scikit-learn, Natural Language Processing (NLP)
- **Database Management:** SQL
- **Data Analysis:** Cleaning, Transforming, Predictive Modeling, Data Mining, Statistical Analysis

Work Experience:

The Canadian Brewhouse | Data Analyst Intern | January 2023 – April 2023

- Increased app downloads by 15% by analyzing mobile app performance across 10 datasets, leading to a revised promotional strategy.
- Cleaned and preprocessed datasets by removing null values and unnecessary columns.
- Increased redemptions by 20% at underperforming locations by creating dashboards highlighting areas for improvement across locations
- Improved review engagement by 20% by recommending 'Review us' push notifications.

Staples Canada | Sales Area Representative | August 2018 – December 2021

- Boosted sales by 20% by analyzing customer purchase patterns, leading to personalized recommendations.
- Reduced stock shortages by 10% by optimizing inventory management.
- Improved decision-making processes by collaborating with management to share customer insights.
- Increased team productivity by 20% by streamlining overstock handling.

Education:

Northern Alberta Institute of Technology | Data Analysis Certificate

- Collaborated with team members on data visualization projects using Microsoft Power BI to present findings.
- Created simple dashboards to represent key performance indicators for school projects.
- Completed internships/projects involving data collection, analysis, and AI model implementation.
- Supported the team by compiling reports and summaries of data findings.
- Achieved a 15% increase in model accuracy through iterative testing and optimization through a completed capstone project focused on predictive modelling and AI-driven data analysis.

Northern Alberta Institute of Technology | Digital Media and IT-Animation Diploma

- Developed graphic design skills and created visual content using Adobe Creative Suite.
- Completed courses in digital marketing and IT fundamentals.