

CHARLES “CHIP” CUSTER

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Home Address: 307 E College St. #1815, Iowa City, IA 52240

EDUCATION

The University of Iowa, Iowa City, IA
BBA Business Analytics and Information Systems
BBA Management and Entrepreneurship
GPA 3.4/4.0

Anticipated May 2023

PROFESSIONAL EXPERIENCE

Data Analyst Internship (Selected 1 of 105 out of 2.5k applicants)

May 2022 – August 2022

Principal Financial Group, Des Moines, IA

- Constructed 2 analytical PowerBI reports to assist 15+ business leaders in decision making
- Compiled multiple datasets from 5+ sources to build the foundation in PowerBI
- Led weekly meetings with business leaders to drill down the main business problems to incorporate into my reports and tweak them off their feedback
- **Projects:**
 - Personal Retirement Account (PRA) Participant Dashboard – Compiled and transformed 8 years and 11 million rows of participant’s PRA account data to create various DAX calculations and visuals to help business leaders understand their data. Used agile principles with continuous demos to iteratively enhance and refine the dashboard layout and overall user experience. Used PowerBI’s latest update of field parameters to assemble the dashboard.
 - The new and improved dashboard led to quick decision making and a better understanding of overall business problems.
 - Equiniti Trade Process Flow – Facilitated discussion to uncover problem and goal statements and business outcomes desired, created 2 process models to help facilitate a shared understanding, compliance of procedures, and standardization to prevent defects and increase quality.
 - Resulted in minimized risk of expertise leaving the company. Enabled knowledge management and retention in preparation for consultant contract ending.
 - Compliance Testing Dashboard – Joined 4 datasets to record the history of compliance tests received and completed using field parameters. Used DAX code to create measures that enabled a backlog for their data. The backlog feature enabled leadership to have the insights needed to create robust staffing plans, to ultimately ensure enhanced employee experiences – including minimizing overtime – and adherence to service level agreements.

Project Management Internship

May 2021 - August 2021

J.F. Brennan Company, La Crosse, WI

- Co-led a team of 6 full-time employees that ranged from engineers to mechanics
- Led daily meetings to discuss goals to then talk with upper management about our progress
- Oversaw all data involved with the dredges removal and used various calculations to convert into different measurements such as square footage and surface area to discuss with upper management

Gym Front Desk Customer Service

October 2020 - Present

TECHNICAL SKILLS

- **Tools:** PowerBi, R, SQL, Azure, Python, Tableau, MS Excel, MS Word, GitHub, Access, BlueworksLive
- **Methodologies:** Data Modeling/Visualization, Data Wrangling, Data Cleaning, Regression, Data Manipulation and Queries, Relational Databases, Process Improvement, Process Flows, Lean Six Sigma Process Improvement
- **Academic Projects:**
 - How Player Attributes Affect Their Points Per Game - Performed logistic regression to identify independent variables and their correlations between the variables and the player’s points per game. Used Excel to create pie charts, scatter plots, and regressions to visualize and present results.