Craig Ware

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Data Analyst with experience analyzing sales and product data to drive growth and operational efficiency. Proficient in SQL, Excel, Power BI, and Tableau, with a strong business and stakeholder focused mindset.

SKILLS

Programming Languages/Tools: SQL (MS SQL Server), Python, Microsoft Excel (Pivot Tables, VLOOKUP/XLOOKUP), Tableau, Microsoft Power BI
Core Skills: Data Cleaning, Data Wrangling, KPI Development, Sales & Pricing Analytics, Exploratory Data Analysis, Process Automation, Dashboarding, Business Strategy Alignment

WORK EXPERIENCE

Ferguson Enterprises, LLC   **Newport News, VA**
eCommerce Analyst | Account Manager   Jun 2022 - Present
- Secured cost increase approval by modeling MAP-aligned pricing and demonstrating sustained market competitiveness, protecting millions in annual revenue and improving margins across thousands of listings.
- Conducted advanced sales trend analyses to identify growth levers, driving strong gains in quarterly revenue.
- Developed a Python script to automate suppression report generation, reducing a 1.75-hour manual task to under 5 minutes and saving 200+ hours annually.
- Designed and executed a margin-optimized pricing strategy using Excel across 15,000+ SKUs, offsetting margin erosion and delivering meaningful year-over-year gross margin improvement.
- Collaborated cross-functionally with product development to improve private-label offerings by analyzing customer reviews and identifying recurring product issues.

HM Wallace Inc   **Atlanta, GA**
Customer Service Supervisor   Nov 2019 - May 2022
- Analyzed trends in B2B and D2C service interactions to improve customer experience and maintain high satisfaction standards.
- Used performance data and hiring metrics to inform recruitment decisions, training effectiveness, and staff development plans.
- Monitored service workflows by evaluating ticket volume and response time metrics, improving resolution efficiency and reducing customer wait times.
- Established and tracked SMART goals using KPI dashboards to support team performance and professional development.
- Created and updated SOPs and knowledge base content using insights from recurring inquiries and process inefficiencies.

HM Wallace Inc   **Atlanta, GA**
Customer Service Team Lead   May 2019 - Nov 2019
- Tracked and analyzed team performance metrics (e.g., Average Handle Time), implementing insights that led to a 15% improvement in efficiency
- Used performance and capability data to delegate tasks strategically, improving team productivity and service consistency
- Designed and delivered training programs based on systems usage data and policy trends to accelerate new hire ramp-up
- Collaborated with cross-functional leads to share performance insights and align on process improvements
- Monitored team engagement and planned targeted team-building initiatives to enhance morale and reduce attrition

HM Wallace Inc   **Atlanta, GA**
Customer Service Representative   Jan 2018 - May 2019
- Investigated and resolved customer issues by researching historical data and support documentation, ensuring accurate and timely responses
- Identified patterns in customer behavior to uncover upsell opportunities, contributing to revenue growth and product adoption
- Maintained clean and structured customer records in CRM systems, supporting accurate reporting and downstream analysis
- Developed clear and informative communications based on common inquiry trends, reducing follow-up volume and improving customer understanding
- Collaborated with manufacturers to track and resolve warranty claims, capturing data on product issues to support vendor performance insights

Kroger   **Powder Springs, GA**
Cashier   Nov 2015 - Jan 2018
- Processed customer transactions efficiently while maintaining accurate cash handling and following store procedures.
- Handled cash, card payments, and returns responsibly, ensuring drawers were balanced at the end of shifts.
- Assisted with resolving pricing or scanning issues during checkout to reduce delays and maintain steady customer flow.

EDUCATION

Kennesaw State University , Kennesaw, GA
Bachelor of Business Administration in Marketing
August 2011 – May 2017
Cumulative GPA: 3.43

CERTIFICATES

Google Advanced Data Analytics Certificate – Coursera – *May 2024*
Data Visualization with Tableau – UC Davis, Coursera – *Aug 2024*
Google Data Analytics Certificate – Coursera – *Feb 2023*