Craig Ware
Atlanta, GA | 470.331.9788 | CraigJustin92@gmail.com | [LinkedIn](#) | [Github](#) | [Data Analytics Portfolio](#)

SKILLS

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 that uncovered growth levers, driving strong gains in quarterly revenue.
- Identified and addressed product-level sales gaps through pivot table analysis, contributing to a significant lift in monthly revenue.
- Developed a Python script to automate suppression report generation, reducing a 1.75-hour manual task to under 5 minutes and saving up to 265 hours annually.
- Designed and executed a margin-optimized pricing strategy using Excel formulas across 15,000+ SKUs, raising prices on new catalog items to offset margin erosion, achieving a meaningful YoY improvement in gross margin during a period of rising costs.
- Owned end-to-end process for pricing promotions, from SKU selection and execution in Vendor Central to analyzing revenue impact using Excel, contributing to consistent month-over-month growth.
- Reduced ad spend by consolidating funding at the parent SKU level through improved variation grouping and content optimization on Amazon Vendor Central, streamlining taxonomy and enhancing product discoverability.
- Collaborated cross-functionally with product development to improve private-label products by conducting strategic review analysis; built a custom JSON-driven web scraper to extract reviews, cleaned and categorized data in Excel, and identified recurring issues through keyword-based pivot analysis.

HM Wallace Inc   **Atlanta, GA**
Customer Service Supervisor   Nov 2019 - May 2022

- Analyzed trends in B2B and DTC service interactions to enhance customer experience and maintain high satisfaction standards
- Used performance data and hiring metrics to inform recruitment, training effectiveness, and staff development plans
- Monitored and optimized service workflows by evaluating ticket volume and response time metrics, reducing customer wait times significantly
- Set and tracked SMART goals for team members using KPI dashboards to support professional growth and performance improvement
- Investigated return patterns and collaborated cross-functionally to address root causes, improving resolution efficiency and reducing repeat issues
- Created and refined SOPs, guides, and knowledge base content using data on common inquiries and process bottlenecks

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

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*