Luke Edwards

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Summary

Business Intelligence and Data Analytics Professional with 2+ years of experience delivering measurable business impact through BI solutions, product analytics, and process automation. Demonstrated success in reducing processing times by 93% and report generation time by 43% using Python, SQL, and Power BI.

Projects

Amazon Prime Subscription Analysis   **Python**
- Developed ensemble models using XGBoost and Random Forest to predict subscription behavior and identify key retention drivers.

Predictive Modeling for Employee Retention   **Python**
- Engineered decision tree model to predict employee attrition, achieving 90% accuracy through model optimization.

Mental Health Analysis   **R**
- Analyzed 30-year global mental health trends across 101 countries using multivariate regression analysis.

Work Experience

Senior Business Intelligence Analyst – CIBT   **July 2023 – April 2024**
- Developed Power BI dashboards that drove real-time decision making across partnership, finance, and operations departments.
- Achieved 43% reduction in report generation time through SQL query optimization.
- Led enterprise-wide Snowflake integration initiative using DAX and Power BI.
- Delivered actionable insights through weekly and monthly executive-level reporting.
- Implemented data validation and quality control processes across departments.

Senior Financial Analyst – Interface Financial Group   **June 2022 – May 2023**
- Conducted comprehensive financial and risk analysis for client evaluation, including credit assessment and risk underwriting for potential investments.
- Engineered automated solutions using Python that reduced client analysis time by 93%, saving team members 20+ hours monthly.
- Evaluated and structured financial proposals while ensuring compliance with regulatory standards.
- Collaborated with senior management to maintain underwriting guidelines and risk assessment protocols.

Advertising Analyst Intern – Scorpion   **May 2018 – August 2018**
- Performed statistical analysis of advertising performance metrics across 3+ platforms.
- Generated data-driven recommendations that increased client ROI by optimizing ad spend across multiple platforms.
- Utilized Google AdSense and proprietary software for comprehensive campaign analysis.

Education

Google Advanced Data Analytics Professional Certificate   **2024**
- Covered advanced analytics: Machine learning, predictive modeling, experimental design.
- Completed hands-on projects in data visualization and statistical analysis.

Master of Economics – Boise State University   **2020 – 2022**
- Specialized in Econometrics, Statistical Analysis, and Machine Learning.
- Led research projects utilizing predictive modeling, hypothesis testing, and multivariate analysis in R and Python.
- Focus areas: Econometric Modeling, Risk assessment, Statistical inference.

Bachelor of Science in Economics – University of La Verne   **2016 – 2019**

Skills

Machine Learning: Random Forest, XGBoost, Decision Trees, Linear/Logistic Regression, K-Means Clustering
Programming: Python (Pandas, Scikit-learn, NumPy), SQL, R
Data Visualization: Power BI, Matplotlib, Seaborn
Analytics: Feature Engineering, Statistical Inference, Risk Assessment, A/B Testing

Extracurricular

Team Captain, Collegiate Esports – Boise State University   **2020-2022**
- Led team to Regional Championship while maintaining academic excellence.
- Coordinated events and managed team performance analytics.

Collegiate Basketball Player – University of La Verne   **2016-2019**
- Balanced 30+ hours of weekly practice, film, and training with full academic course load.
- Developed strong leadership and team collaboration skills.