

ERIK VARGA

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Market Research Data & Analytics Developer

Experienced Developer/Analyst with a strong focus on data analytics and application development. Over 30 years of experience transforming complex datasets into actionable business insights. Proven ability to drive process improvements and enhance data-driven decision-making within enterprise environments.

Core Competencies

- Data Analytics & BI Tools: Power BI, IBM SPSS Statistics, SQL, Access, Excel
- ETL & Data Integration: SQL, Python, .NET, Snap Survey Pro/Web Host
- Development & Programming: React, JavaScript, Firebase, Tailwind, HTML, CSS
- Systems & Platforms: Windows Server, Small Business Server, Remote Access, Android OS, Git
- Project Management & Collaboration: Microsoft Office, Teams

Professional Experience

Data Analyst, Survey Programmer, Network Administrator

Varga Market Research Services, Orlando, FL (1990 – 2021)

Led end-to-end data management and survey programming for a market research firm specializing in Central Florida's tourism industry, with a focus on delivering high-quality, actionable data to clients.

- Developed and Deployed Survey Solutions: Created and managed survey applications for desktop, web, and mobile platforms, enabling efficient data collection and integration into enterprise systems. These solutions supported large-scale data initiatives across diverse client projects.
- Data Management & Reporting: Processed extensive data sets, leveraging SQL and SPSS to conduct in-depth statistical analyses and create detailed reports. Delivered insights that informed strategic decisions for high-profile clients such as Walt Disney World Company and ESPN Wide World of Sports.
- Optimized ETL Processes: Streamlined data extraction, transformation, and loading processes by implementing automated workflows, which enhanced data accuracy and reduced processing time. Improved overall data flow by integrating ETL tools into existing infrastructures.
- Developed BI Dashboards: Utilized Power BI to design and deploy dashboards that provided real-time analytics and visualizations, facilitating better data-driven decisions for clients.
- Network Administration & Data Security: Maintained the integrity and security of client data through effective management of Windows Server Active Directory, including user credentials and system backups. Ensured compliance with industry standards for data protection.
- Enhanced Client Engagement: Developed custom web portals for focus group recruitment and CATI research, resulting in improved client satisfaction and increased project success rates.

Key Clients: Walt Disney World Company, ESPN Wide World of Sports, General Motors, Lynx, YMCA, Expressway Authority (E-Pass), Orlando Int'l Airport, Kissimmee CVB, Brevard Space Coast, AAA, Fun Spot, Zora! Festival, Club Med, and various Central Florida Vacation Resort destinations.

Personal Interests: Active in Scouting, drumming, biking, and cooking.