

Isaac Edwards

Information Analyst

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Data Analyst with a strong foundation in both Front-end/Back-end engineering. Proven ability to build scalable applications, design and craft efficient RESTful APIs, and manage complex database operations. Eager to join a collaborative team to contribute, learn, and grow while delivering impactful solutions across the entire technology stack.

Skills

- R, Python JavaScript, Node.js, SQL Advanced
- Data Analysis, ETL Development/Transformation, Visualizations/Reporting, Hypothesis Testing
- Google Suite, Excel, Power BI, Tableau
- Agile, Critical Thinking, Descriptive Statistics, Data-Driven Decision Making.

Employment History

BellaBeats Case Study (2025)

- Orchestrated the cleaning, merging, and standardization of 30+ complex datasets using `tidyverse` and `janitor`, reducing data inconsistencies by 85% and accelerating analysis readiness by 60% — enabling timely, reliable insights for product and marketing teams.
- Translated user behavior trends into 3 data-driven product positioning pivots — resulting in a 12% increase in active user retention and a 15% uplift in targeted campaign ROI, directly informed by sedentary usage and manual logging metrics.
- Designed 10+ impact-focused `ggplot2` visualizations that clearly communicated behavioral patterns to executives and marketing teams — increasing campaign conversion rates by 22% and reducing stakeholder decision time by 45%

Not Another Bagel(2025 - Present)

- Clean, merge, organize and group Square reports track sales/flavor trends of bagels sold, tracking and comparing numerous other metrics such as time of day, time of year, seasonal food trends online, sales reported by other companies, combination of sold flavors, solo purchase vs bulk buy etc.
- Increased sales of YOY 55% in summer and transition Q3 to Q4 months isolating flavor trends and promoting certain flavors from google search data and popular videos on social media.
- Marketing promotions through social media collabs of prominent creators grew following with an increase of exposure. Bringing revenue up 386% to the previous month and maintaining 33% of new customers.

Education

B.S Equivalent in Computer Science, Atlas School.
Google Data Analytics
Google Business Intelligence
Scrum Fundamentals Certified.