

# JESSE DRUM

## BUSINESS ANALYTICS

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## EDUCATION AND CERTIFICATION

Bachelor's Business Analytics   West Chester University   GPA: 3.5	05/2022-12/2025
<ul style="list-style-type: none"><li>• Achieved Dean's List (Fall 2024)</li><li>• Member, Asian Student Associate</li><li>• Tri Alpha Honors Society</li></ul>	
Certification   Bloomberg, Bloomberg Market Concepts	10/2025
Certification   HubSpot Academy, Social Media Certification	05/2026-05/2027
Certification   Stukent, Inc., Digital Marketing Certification	04/2025-07/2027

## TECHNICAL SKILLS

Python (Pandas, Matplotlib, Seaborn, Jupyter, Basic SQL , Microsoft Excel (Pivot Tables, VLOOKUP, Macros) , Basic R, Java, Power BI.

## WORK EXPERIENCE

Teller   CXI	07/2023- 06/2025
<ul style="list-style-type: none"><li>• Executed daily currency transactions averaging \$10,000, ensuring 100% accuracy and strict compliance with all federal and institutional regulations.</li><li>• Analyzed inventory data for 20+ currencies, strategically optimizing stock levels to match transaction volume and reducing shortages by 15%.</li><li>• Conducted precise daily currency audits, consistently maintaining accurate records and minimizing discrepancies across all financial holdings.</li><li>• Resolved over 50 customer inquiries weekly regarding exchange rates and transaction details, which directly contributed to a 20% improvement in customer satisfaction.</li></ul>	

## PROJECTS

Loan Approval Analysis (Python, Pandas, Matplotlib, Seaborn, Jupyter)

<a href="https://github.com/JesseDrum/Loan-Approval-Analysis">https://github.com/JesseDrum/Loan-Approval-Analysis</a>	07/2025
<ul style="list-style-type: none"><li>• <b>Conducted</b> an Exploratory Data Analysis (EDA) on a dataset of 614 loan applications to identify the key factors driving approval decisions and uncover opportunities for business growth.</li><li>• <b>Identified</b> Credit History as the single most powerful predictor of loan status; applicants with a positive history were approved nearly 80% of the time, while those without were rejected over 92% of the time.</li><li>• <b>Recommended</b> targeted marketing campaigns specifically aimed at Semiurban areas, which showed the highest approval rate at 77%, and suggested streamlining the application process for high-credit-score individuals.</li></ul>	

Data Analytics Portfolio Website (Canva AI, Python, Pandas, Matplotlib, Seaborn)

<https://formybibe.my.canva.site/jesse-drum-data-analyst-portfolio-website-for-jesse-d>

<ul style="list-style-type: none"><li>• Designed and developed a professional portfolio website using Canva AI to showcase data analytics projects and business intelligence insights.</li><li>• Presented complex data findings in a clear, visual, and business-focused format to highlight storytelling and analytical skills.</li></ul>
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