Jonathan L. Taylor

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PROFILE

Data Analyst with dual MBA + MS in Applied Data Analytics who delivers measurable business impact through advanced analytics. Proven track record of identifying cost savings, optimizing staffing strategies for 50+ employees, and building predictive models that drive strategic decisions. Proficient in SQL, Python, and R with strong ability to translate complex technical findings into executive-ready recommendations.

CORE SKILLS

- **Programming & Modeling**: SQL, Python (Pandas, NumPy, & Scikit Learn), R, Natural Language Processing, Forecasting, Regression, Sentiment Analysis, Machine Learning
- **Visualization & Reporting**: Power BI, Tableau, Streamlit, Excel, ggplot2, MatPlotLib, Plotly
- **Data Tools & Platforms**: GitHub, Alteryx Designer, SAS Viya, AI Platforms
- **Business & Communication**: Strategic Analysis, Mentorship, Training Design, Stakeholder Reporting

PROFESSIONAL EXPERIENCE

Appalachian State University Recreation   **Aug 2022 - Jul 2025**
Graduate Program Manager | Appalachian State University Recreation   *Boone, NC*
- Designed SQL + Python labor budget models analyzing timeclock vs. scheduled hours, reducing staffing waste and informing budget decisions.
- Developed universal onboarding and evaluation tools in Google Sheets, cutting manual work hours for supervisors.
- Led 100+ interviews and overhauled hiring processes, improving retention and candidate quality.
- Created training curricula for officials and supervisors, improving staff performance and program delivery.

Appalachian State University   **Jan 2024 - Jun 2024**
Graduate Writing Consultant | Appalachian State University   *Boone, NC*
- Coached students on clarity, structure, and analytical reasoning in academic and technical writing, strengthening communication outcomes.

Appalachian State University   **Aug 2022 - Dec 2023**
Research Assistant | Department of Psychology, Appalachian State University   *Boone, NC*
- Designed and executed honors thesis on digital vs. real-self perceptions in video games, using SPSS for survey and behavioral data analysis.

PROJECTS

Facility Access & Staffing Analysis (SQL, Python)
- Analyzed scheduled vs. timeclock data for 50+ employees using SQL, uncovering $1,000 in labor budget inefficiencies and informing leadership reallocation.
- Built visualizations in Python Matplotlib to display discrepancies, staffing trends, and participant behavior by user type.

Monte Carlo Cost/Benefit Analysis for Cullowhee Riverside Park (Excel)
- Designed a Monte Carlo simulation to model cost-benefit outcomes for a park development, running thousands of scenarios to forecast ROI ranges.
- Provided stakeholders with probability distributions to guide investment decisions under uncertainty

MLB Torpedo Bats Analytics Project (Python)
- Collected and cleaned Statcast data in Python to evaluate the impact of torpedo bats on player performance, applying regression and clustering.
- Built dashboards highlighting predictive trends and anomalies, generating insights on player usage and team strategy optimization.

Web Analytics Explorations (Python / Streamlit)
- Analyzed traffic patterns including SSL expiry, bounce rates, and session behavior to identify anomalies.
- Developed an interactive dashboard linking traffic irregularities to content performance, supporting optimization strategy.

EDUCATION

Appalachian State University   **Jan 2024 - Aug 2025**
Master of Science in Applied Data Analytics | Master of Business Administration

Appalachian State University   **Aug 2020 - Dec 2023**
Bachelor of Science, Psychology, Business Concentration