JOEL FORSON

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EDUCATION

Northeastern University – D'Amore-McKim School of Business   **Boston, MA**
Bachelor of Science in Business Administration   *September 2023 – May 2027*
Concentrations: Management Information Systems, Business Analytics **Minor:** Economics
Professional Organizations: Management Leadership for Tomorrow Career Prep Fellow, Colorstack, NSBE, NABA
Relevant Coursework: Data Mining/Wrangling for Business, Data Visualization, Information Systems, Calculus I, Business Statistics
Awards & Achievements: 2025 MLT Consulting Case Competition Finalist (2nd Place), 2023 Junior Achievement of Western Mass 18 under 18, LEGACY Mentor, Upcoming 2025 Liberty Mutual Analyst Development Program Intern

WORK EXPERIENCE

MFS Investment Management | *Investment Operations Business Analyst Co-Op* | Boston, MA   *July 2025 – Present*
- Design and implement ETL workflows for financial data processing, including a new Money Market Sweep process for CIT funds. Create regression test cases to validate data integrity and ensure accurate data flow between databases and UI
- Conduct performance data analysis for institutional portfolios, develop dashboards for performance insights, and execute SQL queries to analyze Eagle data. Updated and optimized Git Wiki pages for nightly and holiday cycles, improving data accessibility.
- Strengthened technical expertise through training in Eagle, Agile methodology, CRIMS, and SQL. Facilitated bi-weekly meetings to resolve data issues with Eagle developers and collaborate with stakeholders to update specifications and documentation

MassMutual | *Operations Project Management Office Intern* | Springfield, MA   *May 2025 – July 2025*
- Built an operational milestone tracking database using Confluence for 40+ active projects to identify bottlenecks across the top 10 Strategic Initiatives; created an interactive roadmap that enhanced resource reallocation and data analysis
- Developed an automated Data pipeline to extract stakeholder responses from Microsoft Forms, process the data, and generate real-time dashboards that depicted critical KPIs for the Ops Project Management Office, improving operational efficiency by providing insight into developing metrics to track budget adherence, resource management, and on-time milestone completion rates

PwC Non-Profit Consulting | *Consulting Extern* | Remote   *January 2025 – March 2025*
- Analyzed 10+ nonprofit competitors in the inclusion and disability advocacy sector; presented strategic growth opportunities that improved market clarity and expanded outreach by identifying eight underserved audience segments
- Conducted in-depth financial and organizational analysis weekly, compiled findings into a final presentation to executives with clear, data-driven recommendations to enhance NOD's market positioning, boost partner engagement, and extend its outreach

PROJECTS

Netflix Consumer Data Analysis | *Python, Excel, SQL*   *January 2025 – April 2025*
- Designed and implemented an ETL pipeline that standardized over 1,000 unique titles and metadata from multiple web-scraped Netflix datasets, resolving inconsistencies and enabling accurate sourcing of content data
- Leveraged data analysis techniques and libraries such as Seaborn to uncover correlations between content type, release year, and audience engagement, supporting data-driven recommendations for media investment strategies
- Developed five consumer clusters using K-Means to segment viewers by engagement and show/movie metadata; developed recommendations on content investment strategy based on historical evidence and successful clusters

Statistical Market Analysis | *Excel, SQL, SPSS*   *October 2024 – December 2024*
- Leveraged SQL to join multiple datasets on artist discographies and applied SPSS and Excel regression models to quantify the impact of song attributes, such as loudness, danceability, and length, on sales performance
- Compiled a comprehensive technical report identifying danceability and tempo as key drivers of commercial success, increasing predictive model accuracy by 20%, and providing data-backed recommendations for strategic market positioning

LEADERSHIP & ACTIVITIES

Northeastern Black Business Student Association | *Lead Events Director* | Boston, MA   *April 2024 – Present*
- Lead the Events team in conceptualizing, planning, and executing up to 25+ events per year, ranging from networking mixers, technical workshops, and an annual Professional Conference, resulting in an increase of membership by 80%
- Cultivate partnerships with local and major businesses to secure sponsorships and support for local community events, increasing engagement and visibility, and leading to an increase in member engagement and participation by 35%

Microsoft Excel Student Ambassador Program | *Event Director* | Hybrid   *January 2025 – May 2025*
- Developed and delivered workshops on advanced Excel functions and features (XLOOKUP, INDEX MATCH, Pivot Tables, etc.) to 40+ attendees, providing personal tutoring to enhance participants' data analysis capabilities significantly
- Synthesized large sample datasets in Python, transforming complex analyses into visually compelling slide decks that simplified key insights and guided attendees in applying advanced analytical techniques

SKILLS AND INTERESTS

Technical Skills: Python (Pandas, Seaborn, SK-Learn), SQL, Tableau, Power BI **Soft Skills**: Data Storytelling, Leadership, Teamwork
Interests: Celtics, Ghanaian Culture, Music Production, Avatar: The Last Airbender, Simulation Games
Extracurriculars: Ghanaian Student Organization Community Chair, Apostolic Church International Instrumentalist