

# Justin Frazier

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## SKILLS & CERTIFICATIONS

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**Languages & Querying:** SQL (MySQL, PostgreSQL), Query Optimization, Stored Procedures

**Business Intelligence:** Data Visualization (Power BI, Looker, Tableau), Reporting, KPI Dashboards

**Data Analysis:** Statistical Analysis, Data Modeling, ETL, Data Cleansing, Data Validation, Hypothesis Testing

**Tools & Platforms:** Office Suite (Excel, Word, PowerPoint, Planner)

**Certifications:** Google Data Analytics

## EDUCATION

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### EAST TENNESSEE STATE UNIVERSITY

Master's of Business Administration

Concentration in Business Analytics

Cumulative GPA: 4.0

Relevant Coursework: Data Driven Marketing Decision, Data Management, Decision Support Systems, Data Analysis

Johnson City, TN

Oct 2024 - Oct 2025

### EAST TENNESSEE STATE UNIVERSITY

Bachelor of Science

Major in Digital Media; Concentration in Animation

Dean's List Aug 2019, Aug 2020 - May 2021

Johnson City, TN

Dec 2018 - May 2021

## PROJECTS

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### LOOKER DASHBOARD - Cootie Brown's Reporting System

- Developed a new reporting system outlining discounting trends for heightened revenue protection and highlighting recent reviews/trends in customer reception across all stores.
- Utilized Apify and Maker to automatically scrape Google Reviews to get consistent, reliable information about customer perception regarding food, service, atmosphere, and general overall experience.

### POWER BI DASHBOARD - Server Tips Tracking Dashboard

- Created a Power BI dashboard to analyze and visualize almost two years of personal income data from server and manager earnings, enabling better financial planning and trend analysis.
- Developed custom DAX measures and calculated columns to calculate weekly, monthly, and yearly earnings, identify seasonal trends, and track tip variability by shift type.
- Discovered insights that led to optimized work schedules, highlighting underperforming and overperforming shifts.

### LOOKER DASHBOARD - Austin Animal Shelter Dashboard

- Spearheaded project development process to create animal shelter dashboard utilizing Austin's animal shelter data, defining KPIs, finding insights and trends in intake and outcome patterns, and forecasting resource/staffing optimization.
- Developed custom SQL scripts and processes to clean and join over 130,000 rows from intake and outcome datasets, matching time stamps across varying time periods.

## WORK EXPERIENCE

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### COOTIE BROWN'S

Manager/Server

Johnson City, TN

Feb 2024 - Present

- Managed a team of 31 employees, with daily average sales revenue averaging around \$10,000.
- Modernized discount and review data with a new reporting system to be utilized at a high level by owners and management.
- Trained and onboarded front-of-house staff on POS systems and service standards, contributing to improved team performance and staff retention.

### THE THIRD FLOOR INC.

Previs/Postvis Artist

Atlanta, GA

Jan 2022 - Jun 2023

- Selected for a cross-training program after 3 months of being hired.
- Facilitated the delivery of creative and technical sequences on time and within budget, directly impacting projects with minimum budgets of \$125 million.