

Justin Frazier

Piney Flats, TN | 423-220-9520 | jfrazier@yahoo.com

SKILLS & CERTIFICATIONS

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

EAST TENNESSEE STATE UNIVERSITY

Master's of Business Administration

Johnson City, TN

Oct 2024 - Oct 2025

Concentration in Business Analytics

Cumulative GPA: 4.0

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

EAST TENNESSEE STATE UNIVERSITY

Bachelor of Science

Johnson City, TN

Dec 2018 - May 2021

Major in Digital Media; Concentration in Animation

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

PROJECTS

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

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.