

Justin Morley

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Work Experience

ALLETE

June 2024 – Present

Data Analytics and Infrastructure Intern

Duluth, MN

- Collaborated with a team of 5 other analysts in overseeing the organization of company data infrastructure and requested analysis
- Created python script using Pyspark and Microsoft Fabric which performed a reconciliation of the company data to ensure data quality, which has continued to be used to date
- Constructed a live dashboard in Power BI which displayed status of 20+ different company data tables, warning departments of any errors which arise
- Regularly write queries against SQL database to import and manipulate data for project use

Research Business and Development Center

January 2024 – April 2024

Technical Project Manager

Rexburg, ID

- Conducted in-depth analysis on various account types for a local bank, using data analysis and statistical methods to assess profitability across different customer segments.
- Managed a consulting project, ensuring data-driven decisions met deadlines and aligned with project objectives.
- Led a diverse team of 7 students in planning and developing a project, leveraging data analysis to drive informed decisions and successful outcomes.

BYU – Idaho Career Center

January 2023 – September 2023

Data Analyst

Rexburg, ID

- Analyzed and wrangled alumni data in collaboration with department head using Power BI, and created a report which was used in a yearly report to university board members
- Updated interactive internship dashboard using R and Shiny to ensure accuracy of information
- Collected student resume data and performed statistical analysis, and communicating insights and actionable items to management using R

Education

Brigham Young University - Idaho

December 2024

Bachelor of Science, Data Science

Rexburg, ID

- Minor in Business Analytics
- 4.0 Major GPA / 3.95 Overall
- 4-time recipient of BYU-Idaho Academic Grant
- Machine Learning Fundamentals Certificate

Tools

Advanced | Python | R | SQL | Power BI | PySpark | Machine Learning | MS Fabric | Jupyter Notebooks
Competent | MS Excel | C# | Shiny | Tableau | Databricks | Data Pipelines

Projects

Customer Purchase Pattern Recognition

September 2023 – December 2023

Research Business and Development Center

- Consolidated and normalized historical credit card transaction data exceeding 4 million records with R, resulting in a 50% reduction in data preparation time for future projects.
- Implemented various R packages to run data through pattern recognition algorithm, so patterns could be reported to client

Image Classification Model

November 2022

- Collaborated with a group of 3 other students in creating a CNN that would classify road sign images for a self-driving car into 43 different categories
- Outperformed all other models by achieving accuracy of 99.4% on the testing data