Kameron Craig

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GitHub: https://github.com/KGCraig
LinkedIn: https://www.linkedin.com/in/kameron-c-444246217/
Portfolio: https://kgcraig.github.io/kcfolio/

Summary

Self-motivated Data Analyst focused on leveraging Python (Pandas, NumPy, Matplotlib, Seaborn) and SQL skills to perform data wrangling, cleaning, and build actionable insights. Experienced in RFM analysis, ETL processes, and developing Tableau dashboards. Dedicated to improving data quality and applying data-driven insights gained from both independent projects and entrepreneurial e-commerce experience.

Experience

Data Analyst | Personal Project | Customer Segmentation & Targeting - RFM Analysis for E-Commerce Retail

August 2025 – September 2025

- **GitHub Link:** https://github.com/KGCraig/Data_Wrangling_and_Customer_Segmentation_2025
- **Tools:** Python (Pandas)

Used Python to prepare data for RFM analysis, conducted RFM analysis, and wrote a report that visualized key findings.

- Executed RFM (Recency, Frequency, Monetary) analysis using Python (Pandas) to successfully identify and segment key e-commerce customer groups.
- Performed data cleaning and preprocessing techniques using Python, ensuring data quality across the project.
- Created insightful visualizations of the RFM analysis results using Matplotlib and Seaborn, which provided detailed charts and graphs that easily explained insights and trends.
- Prepared a comprehensive report, summarizing findings and recommendations in a simple and concise format.

Data Analyst | Personal Project | Vending Machine Sales Analysis

September 2025

- **GitHub Link:** https://github.com/KGCraig/Vending-Machine-Sales-Data-Analysis-2025

- **Tools:** Microsoft Excel, SQL (PostgreSQL/pgAdmin4), Tableau Public Desktop

Used Microsoft Excel for data cleaning and preprocessing, PostgreSQL for EDA (Exploratory Data Analysis) and to model a simple Star Schema, and finally, Tableau to create two dashboards.

- Identified peak sales month, top 10 products and most popular categories throughout the year.
- Improved data quality by approximately 3% by manually correcting 267 missing categories and removing 6 unusable data points.
- Performed a very simple ETL process using PostgreSQL, taking the cleaned data from the Excel file, performing queries, then exporting the results to separate tables.
- Presented insights and trends using Tableau dashboards, providing clear and simple interactive visualizations to the end-user.

Entrepreneurial Sales | Freelance (E-commerce & Print-on-Demand)

May 2020–Present

- Managed all aspects of a small-scale e-commerce business and Print-on-Demand operation, achieving approximately **$600 in total sales** by managing inventory and customer transactions.
- Developed and marketed original graphic designs, showcasing **creative problem-solving** and a solid understanding of **customer appeal** and market fit.
- Utilized data from eBay and Print-on-Demand platforms to analyze **sales trends** and inform pricing and inventory decisions, demonstrating a practical application of data-driven decision-making.

Skills

- **Programming & Databases: Python** (Pandas, Matplotlib, Seaborn), **SQL** (PostgreSQL, SQLite3)
- **Tools & Visualization: Tableau Public**, Microsoft Power BI, Microsoft Excel/Google Sheets, Git, GitHub
- **Analysis & Processes:** RFM Analysis, Data Wrangling, Data Cleaning, ETL Processes, Databases

Education and Certifications

VIVE School 75 Riverdale Ave, Yonkers, NY 10701

High School Equivalency Diploma (TASC)
October 2018 - April 2019

The Odin Project (Odin Foundations)

HTML, CSS and JavaScript
February 2025

freeCodeCamp Responsive Web Design Certificate of Completion

https://www.freecodecamp.org/certification/fcc9b9b8a67-b759-4963-bac6-90bdfc97d4d8/responsive-web-design

July 1st 2023

Interests and Hobbies

Interests include app development in Python, small electronics repair, and graphic design.