Matt Barnes

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About Me

My goal is to leverage my artistic training in the world of data analytics. Creativity is a major asset when it comes to problem solving; I think outside the box and consider multiple approaches to find a solution. In addition, I love to tell a great story with images, keeping my audience engaged and inspired to take action.

Data Analytics Education

Nashville Software School
Graduation: June 2020

Six month bootcamp focused on data analytics and business intelligence processes and tools. Emphasis on data cleaning, exploratory data analysis, and data visualization and storytelling. Version control using Github and Git Bash. Agile methodology used for group projects.

Tools used:
- SQL
- Python
- Excel
- Tableau/PowerBI
- Github/Git Bash

Alma mater

Sonoma State University
Graduation: December 2012

B.F.A., Printmaking
Rohnert Park, CA

Data Projects

Major League Baseball's Home Game Attendance: The Pulse of America's Pastime (Capstone Project)
github.com/mwbarnesy/capstone

As American baseball's popularity peaked in 2007, many speculate about the future of the American pastime. My capstone project looks at various factors impacting home game attendance, such as events around the country and the world, the signing of star baseball players, and the COVID-19 pandemic. I found that recovering from the sharp decline in ticket sales will be difficult for the league, and make recommendations on how to navigate the coming years.
- Used SQLalchemy and Python to retrieve tables from SQL database
- Created area graphs in Tableau showing attendance over time

Healthcare Bluebook: Group Project Leader

Our task was to analyze Medicare data to show how specific procedures are being utilized by beneficiaries, and the amounts paid to doctors for these procedures. My goal was to graph how these measures change over time. We found that Medicare beneficiaries have been getting less flu shots over time.
- Used Python (for-loops) to iterate over and filter large data sets
- Created an interactive dashboard in PowerBI showing which utilizations have changed the most over time
- Implemented sprints, determined minimum viable product, and performed weekly standups to ensure our progress as a team

Nashville Marathon Analysis

My goal was to compare marathon finish times year after year, from 2016 to 2019. I found that 2017 was a slow year because of hot weather. This showed up in everyone's time for the year, including the reigning champion's time.
- Utilized Excel to query the data
- Used quartile function to look at the fastest and slowest quartiles for each year
- Used COUNTIF to determine how many runners beat Oprah's marathon record

Work Experience

Sign Finisher, Quality Control Inspector   7/2016 to Present
Big Visual Group - TN

Big Visual Group is a large format sign shop serving the greater Nashville area and beyond.
- Increase output by learning new aspects of the trade outside of my job description, such as sewing, laminating, and woodworking
- Organizing, collaborating, and delegating to guarantee projects are finished on time and to spec, acting as backup supervisor

Facebook Ads Assistant   11/2018 to 5/2019
Monica Louie, LLC - Remote

Monica Louie sells Facebook Ads courses via Teachable.com and offers Facebook Ads management services.
- Optimized client ad campaign budgets by collecting and analyzing data from Facebook Ads Manager, and adjusting daily ad spend according to performance
- Improved ad testing process by creating a library of on-brand designs for each client, allowing ad assistants to quickly test new images without having to design from scratch

Instructional Support Technician   1/2013 to 7/2016
Sonoma State University Art Department - CA

The Sonoma State University Art Department is a vibrant fine art community nestled in the hills of wine country.
- Balanced budgets/managed inventory with Excel
- Shop safety liaison, hazardous waste disposal, shop cleanliness, woodshop safety, and PPE distribution