

JOHN BORTHICK

DATA ANALYST

CONTACT ME:

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ABOUT ME:

I am a data analyst, with a background in agriculture and small business. My experience led me to pursue analytics to help others understand insights into their companies or businesses. I communicate well and enjoy collaborating on projects with my peers.

SKILLS:

- SQL
- PYTHON
- POWER BI
- TABLEAU
- EXCEL

EDUCATION:

NSS-Nashville Software School
2020

Carson-Newman University

EXPERIENCE:

Nashville Software School

2020

A place to practice projects and further develop practical skills

- **Lahman Baseball Database** - Leveraged **SQL** to join different tables. Used key words to explore the database and **Tableau** to design a story board to show the difference in size among baseball players through the Major Leagues History
- **Tableau Link:** <https://tabsoft.co/2YWLai>
- **GDP and Internet Usage** - **Python** used to explore and manipulate data to find trends and correlation between internet usage and Global Domestic Product. Brought in another data set to compare life expectancy with GDP in the top countries with high internet usage.

PARTNER, BORTHICK FAMILY FARMS

2012-2019

- Led team of 25 employees in executing all aspects of farm operations from planting to delivery of product to vendors and distributors
- Responsible for securing annual contracts with multiple vendors to sell thousands of pounds of tobacco
- Worked closely with company accounts to determine most cost efficient price to best support day to day operations
- Closely monitored and created daily logs on farm operations to make quick, creative and sustaining decisions based on daily outcomes related to plant diseases, impact of pests and weather and drought conditions and their impact on crop performance
- Recorded yield and seed varieties yearly and analyzing outcomes compared to crop performance to course correct pest impact with cost analysis to ensure profitability of farm or make informed business decisions regarding crop sustainability
- Set the vision for quarterly planning and goals for planting, maintenance, harvest and processing of crops
- Proactive leader and mentor empowering managers to provide daily oversight of their teams while meeting defined daily and/ or quarterly metrics
- Diversified farm strategy to expand from tobacco production to also partnering with dye manufacturing company and other avenues to offset shrinking tobacco market across the U.S.

CO-OWNER, SHALOM MOVEMENT

2015-Present

- Successfully acquired a dance studio after diligent assessment of location, access to new students, realization of impact of new management and marketing to drive increase in business, and opportunity to be a vital small business in the local community
- Established new marketing strategy to include traditional marketing, social media including contests, and engagement in community as entertainment volunteers
- Started a three-pronged approach to marketing within the community
- Increased total revenue from \$65,000 in first year to \$225,000 in 2019
- Managed client accounts with an average retention rate > 80%