TERESA WHITESELL

DATA ANALYST

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PERSONAL PROFILE

I have always been motivated to make data-driven decisions from using maps to show the most shortest route home from school to determining the most efficient way to accomplish tasks at work. The best part of my previous position was being able to analyze the collected data and organize it so that company leadership could see in one glance the information they needed to make informed decisions. I decided to attend NSS and transition to data analytics because I want to do more of what excites me – digging into data and communicating the findings.

TECHNOLOGIES

- SQL
- Excel
- Tableau
- Power BI
- Python
- MS Word
- Data Storytelling

EDUCATION

DATA ANALYTICS BOOTCAMP

Nashville Software School

BSC (HONS) FOOD BIOSCIENCE

Glasgow Caledonian University
Glasgow, Scotland

DATA ANALYTICS EDUCATION

NASHVILLE SOFTWARE SCHOOL — JANUARY 2020 - PRESENT

DATA ANALYST

Full-time immersive training program in data analytic tools and business intelligence. Using real world data sets and tools such as Excel, SQL, and Python, we use data to answer questions through project-based learning. Using visualization tools such as Tableau and Power BI, we gain experience creating clear and compelling visualizations, and use those to create dashboards to allow decision makers to see the data in a meaningful and concise way. Working in teams as well as individually, we create and deliver presentations to convey information and data-based recommendations.

Project examples

- Ravelry Capstone: using data from ravelry.com, analyze patterns, yarns and other factors to make recommendations for a local yarn store when deciding what stock to carry, as well as using population data and current store locations to determine what locations might be able to support a local yarn store but are not already served.
- Tools used: Python, Tableau, Excel, Powerpoint
- Nashville City Cemetery Marketing Presentation: used data on historic burials to create marketing recommendations to increase visitor traffic and bring visibility to the cemetery. Created marketing materials for a potential self-guided tour of the cemetery using the parallels between historic cholera epidemics and the current COVID-19 pandemic as a way to engage interest. Tools used: Excel

WORK EXPERIENCE

WEIGHT WATCHERS OF MIDDLE AND EAST TN — 2012-2020

ADMINISTRATIVE ASSISTANT AND CUSTOMER SUPPORT REP

- Balanced competing priorities to deliver support to company leadership, staff, and customers through efficient use of time and resources.
- Collected and organized meeting data for 200 weekly meetings for all WW groups in Middle and East Tennessee. Compiled 2 weekly spreadsheet reports and checked data for accuracy. Leveraged spreadsheets to automate internal processes resulting in 4-6 additional hours each week to devote to additional tasks.
- Managed onboarding process for all new employees. Streamlined process by grouping like tasks and updated documentation. Continually undated internal training manuals and staff website.
- Provided technical support for approximately 170 field staff members and 5–6 office staff. Trained staff in use of online training platforms. Supported 4 managers with a variety of needs on a daily basis.
- Coordinated logistics for training events throughout the year for up to 100 attendees including catering and travel arrangements. Took lead in training all staff individually to use online training platforms, cutting the overall cost of on-going training significantly.
- Delivered weekly internal year-over-year data analysis to company leadership. Used internal data to advise management of staff performance over a variety of metrics. Analyzed attendance data to estimate unit orders for new program materials and membership retention incentives as directed by company leadership.