CATHERINE SCHMALZER

DATA ANALYST

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PROFILE

I have always thrived on adventure and change. I have a life-long passion for knowledge, and I am excited to blend my thirst for information with my aptitude for technology in the field of data analytics, while leveraging powerful creative tools to create dynamic and informative visualizations.

SKILLS

- Excel & PowerPivot
- PostgreSQL
- Tableau & Power BI
- Python, Jupyter Notebooks

VOLUNTEER/ COMMUNITY

DEPARTMENT HEAD, CREATIVE ARTS, HANDCRAFTED ART
TN STATE FAIR, 2012 – PRESENT

- Improved, modernized and refined the department and exhibit area year over year to increase demand in art categories. Focus on increased entry by elementary and middle school children by partnering with schools around Middle Tennessee
- Displayed hundreds of art pieces and facilitated judging through electronic entry.
- Tracked voting for People's Choice awards on a daily basis

EDUCATION

NASHVILLE SOFTWARE SCHOOL
Data Analytics Bootcamp
Data Analytics Jumpstart, completed 2020

BRADLEY UNIVERSITY | PEORIA, ILLINOIS
B.S., Fine Art Photography/Graphic Design;
Minor: Art History

DATA ANALYTICS EXPERIENCE

NASHVILLE SOFTWARE SCHOOL | APPRENTICE DATA ANALYST
MARCH 2020 - JUNE 2020

15-week immersive bootcamp in critical data analytics, through each stage of workflow from raw data through visual presentation, in both individual and group projects. Used real-world datasets, projects and deadlines. Experienced working in online learning environment and virtual work using Zoom, GitHub, and Kanban Boards.

- Focus on Teamwork, Storytelling, Presentation Skills, Reporting and Dashboards using Excel and Pivot Tables, SQL, Tableau, Power BI, Python

PROJECTS

Python: College Tuition and Student Debt - Capstone Project

- An analysis of college tuition, costs, financial aid options and debt to inform choosing the best fit and value for higher education.

Link: https://bit.ly/2AeqPwL

Power BI: U.S. Citizen Deaths While Overseas from Non-Natural Causes - Independent Project

- Chose dataset and create a user-friendly, interactive dashboard to explore deaths of U.S. Citizens while traveling abroad by city, year and cause of death
- Data cleaning, filters, charts, maps, slicers, presentation skills

Link: https://bit.ly/2xGkbOl

Tableau: UFO Sightings Project - Independent Project

- Chose dataset to focus on storytelling and interactive visualizations to explore worldwide UFO sightings, encounters, locations, shapes of UFOs, and frequency of month and day of encounters.
- Data cleaning/creating new columns, maps, bar graphs and bubble charts, filters, import images

Link: https://tabsoft.co/30v9xpy

PostgreSQL: AppTrader Marketing Launch – Group Project

- Worked in 4-person group to provide Top Ten apps for App Trader company by analyzing Apple App Store and Android Play Store data and providing insights
- Joined datasets from separate tables with no referential integrity using PostgreSQL queries and metrics such as genres, ratings, and reviews, and calculated highest potential profits based on client's business scenario

WORK EXPERIENCE

PANERA BREAD
ASSOCIATE TRAINER | SEPTEMBER 2013 - PRESENT

- Zone Leader during shifts, consistently led bakery/service area to achieve sales goals and improve the customer experience
- Won internal sales contests for "suggestive selling" of new items
- Trained new Associates using detailed corporate training plans
- Developed in myself and modeled a strong team-based skillset by teaching others, leading by example, and capitalizing on strengths while improving weaknesses
- Responsible for opening bakery at 5 am as well as tracking sales and waste several times a day to provide feedback to management, helping to improve projections for product ordering and availability
- Exceeds expectations for accuracy, speed and accounting in a fast-paced environment, using complex point-of-sale software in the highest gross sales café in the market