PB

Paul Ballenger
Data Analyst

paul.ballenger1@gmail.com
615-330-9993
linkedin.com/in/paul-ballenger
github.com/paulballenger

About Me

Creative entrepreneur with 20 years in identifying profitable opportunities, building websites, sourcing product, working with supplies and customers, managing inventory and logistics, marketing and SEO, finance, and visionary goal-setting. I love how Data Analytics allow facts to reveal truths not inherently obvious.

Education

Data Analytics Bootcamp
Nashville Software School

EXP. GRADUATION JAN, 2021

B.A., Business Adm.
Furman University

Skills

- Data Analysis
- SQL
- Python
- Power BI
- Tableau
- Advanced Excel
- Matplotlib
- Pandas
- Jupyter Notebooks
- Git/Github
- Kanban Boards
- PowerPoint
- Google Analytics

Data Analytics Summary
Nashville Software School

SEPT 2020 TO PRESENT

Enrolled in an intensive, 15-week intensive Data Analyst program teaching the use of statistical reasoning and visualization tools to explore, visualize, and interpret real-world data to inform intelligent business decisions. Developed working proficiencies in Excel, Python, SQL, Tableau, and Power BI and employed them in both individual and group projects and presentations. Developed an acuity for working in remote work settings.

Data Projects
BIRD COLLISIONS IN CHICAGO

- Used PostgreSQL SQL queries to explore and extract data from Dryad regarding 40 years of collision records of migratory birds with buildings in Chicago
- Used JOINs, Window Functions and CTEs to extrapolate historical facts for comparison
- Used Power BI to create an interactive dashboard displaying collisions by month and by species
- https://github.com/paulballenger/bird-collisions-in-chicago

APP TRADER PROJECT

- Used PostgreSQL SQL queries to determine the apps likely to be most profitable in the next ten years for a fictional app broker
- Cleaned and explored data from two very different app_play and google_play databases using SQL JOINs, subqueries, CTEs.
- Presented recommendations using PowerPoint
- https://github.com/paulballenger/app-trader

Ecommerce Entrepreneur - Great Life Resources, LLC

FEB 2001 TO PRESENT

- Identified products, found suppliers and sold thousands of products online, including commercial coffee equipment, drink mixes, bulk tax forms, insurance, t-shirts, etc.
- Built over ten B2B and B2C ecommerce websites on a variety of platforms, including osCommerce, WordPress, Squarespace, Shopify, and Etsy. Developed proficiencies in CSS, HTML, PHP, and SQL
- Employed the latest SEO tactics to rank sites on Google, including keyword optimization, Google Analytics, backlink building, and blogging to build annual revenues from $0-$500,000