

# Shanikwa Haynes

## Data Analyst | Business Analyst

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Calhoun, GA | (706) 837-8457 | shanikwa.lhaynes@gmail.com | <https://www.linkedin.com/in/shanikwahaynes/> | <https://github.com/ShanikwaH/>

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### PROFESSIONAL SUMMARY

Cross-Functional Data and Business Analyst with progressive years of experience transforming front-line service tasks into actionable insights, driving continuous improvement across education, logistics, public service, and justice sectors. Excellent in identifying process improvement opportunities, leveraging data insights, and proactively presenting feedback to management to drive strategic change. Amplifies service delivery by translating customer patterns and behavioral observations into clear documentation that informs better decision-making. Navigates diverse environments from juvenile education to retail to develop reporting workflows, streamline intake procedures, and optimize cross-functional coordination without formal authority. Orchestrates seamless execution of administrative and data-focused functions, aligning tactical work with broader organizational needs in support of scalable service models and process clarity. A persuasive and confident communicator, combining a data-driven approach with strong problem-solving skills to drive continuous improvement initiatives.

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### EDUCATION & CERTIFICATION

Master of Science in Data Analytics, Data Science | Western Governors University | 2025  
Bachelor of Science in Business Administration, Management | Western Governors University | 2025  
Bachelor of Science in Criminal Justice/Psychology Minor | Dalton State College | 2021  
Google Data Analytics Professional Certificate | 2023  
Break Into Tech Data Analytics Certificate Course | 2024

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### SKILLS

Data Analysis and Reporting, Performance Measurement, Operational Analytics, Outcome Evaluation, Process Optimization, Stakeholder Communication, Quantitative Assessment, Behavioral Insight Development, Workflow Coordination, Report Development, Data Validation, Record Management, Administrative Support, Information Synthesis, Task Prioritization, Needs Assessment, Business Process Analysis, Pattern Recognition, Trend Monitoring, Risk Identification, Insight Generation, Impact Evaluation, Continuous Process Monitoring, Documentation Control, Data Entry Oversight, Communication Strategy, Quality Review, Training Support, Project Coordination, Knowledge Transfer, Service Delivery Enhancement, Infinite Campus, Learning Management Systems (LMS), Microsoft Office Suite, Excel, Python, R, SQL, Tableau (Project-Level Exposure), Google Workspace, Hootsuite

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### PROJECTS

#### Telecom Dashboard

- Designed an interactive Tableau dashboard with 4 visualizations (bar, histogram, circle view) to analyze churn by internet service, age, contract type, and region.
- Integrated KPIs including churn rate and average monthly charges to guide executive retention strategies.
- Implemented dynamic filters for Area and Internet Service, enabling stakeholder-specific exploration of churn drivers.
- Applied accessibility best practices including colorblind-safe palettes and tooltip enhancements to increase interpretability.
- Delivered tailored storytelling frameworks for technical and nontechnical audiences, enhancing communication impact across departments.

#### Reducing Correctional Costs Through Data-Driven Recidivism Strategies

- Built a multiple linear regression model in R that explained 45.98% of variance in total state correctional spending ( $p < 0.001$ ).
  - Identified recidivism rate as the strongest predictor of spending, with each unit increase costing states ~\$56.7M.
  - Quantified a cost-saving relationship showing each \$1 reentry investment per capita reduced total costs by \$11,360.
  - Cleaned and standardized data from 50 states using R (tidyverse), resolving inconsistencies in fiscal year alignment, variable naming, and outlier detection.
  - Produced policy recommendations for data-driven budget modeling and reentry program prioritization to reduce recidivism and improve reintegration outcomes.
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### WORK EXPERIENCE

#### Security Officer Unarmed | Allied Universal | 2024

- Leverage site access data and incident logs to assess risk exposure, minimize unauthorized access trends, and enforce operational protocols that contributed to a 10% reduction in on-site security violations.

- Interpret real-time incident response data to support conflict mitigation efforts, maintaining a 100% conflict resolution success rate while enhancing client-facing service strategies.
- Monitor facility activity patterns using patrol observations and compliance checklists to evaluate operational risks, ensure adherence to regulatory standards, and maintain a secure workplace environment.
- Consolidate observational inputs into actionable summaries, enabling facility managers to address procedural gaps and enhance site-wide protocol enforcement.
- Utilize escalation reports and resolution timelines to identify inefficiencies in incident workflows, proposing solutions that align with strategic planning and improve safety assurance metrics.
- Anticipate client concerns by identifying engagement trends, presenting data-driven insights to senior management, and supporting strategic initiatives that improve service quality.

#### **Warehouse Associate | Amazon | 2023**

- Reviewed daily fulfillment volume using handheld scanner records to ensure 100+ customer orders were accurately processed, aligning with next-day delivery expectations.
- Evaluated order handling procedures to identify delays, enhanced task sequencing, and supported improvements in order accuracy and throughput metrics.
- Recorded packaging and item scanning activities to maintain inventory accuracy, supporting internal tracking workflows and improving overall order reliability.
- Flagged inventory discrepancies during scanning and communicated findings to supervisors, enabling faster resolutions and minimizing workflow disruptions.
- Communicate insights to senior stakeholders during feedback sessions that recommend solutions to potential challenges, develop preventive action plans, and ensure a seamless logistics experience.

#### **Practical Instructor 2 | Georgia Department of Juvenile Justice | 2022 - 2023**

- Evaluated academic performance for over 20 students using Infinite Campus, maintaining detailed records and supporting a 75% pass rate through consistent monitoring and documentation.
- Gathered student progress indicators and adjustment needs through observational data and basic assessments, contributing to individualized academic planning and compliance with state education guidelines.
- Maintained classroom documentation and assisted with administrative tasks in an office support role, ensuring data accuracy and completeness for student files and instructional materials.
- Tracked behavioral and academic trends to identify barriers to student progression, sharing findings with instructional teams to support targeted interventions.
- Prepared routine performance logs and learning summaries for internal reporting, improving visibility into student development metrics and supporting day-to-day education operations.

#### **Warehouse Associate | Amazon | 2022**

- Monitored inventory flow using scanner-based systems to validate product movement, enabling accurate processing of over 100 daily customer orders within fulfillment targets.
- Identified recurring packaging bottlenecks and collaborated with team leads to suggest task reordering strategies that improved packing efficiency during high-volume shifts.
- Maintained item scan logs and flagged variances in inventory placement, supporting real-time issue escalation and enhancing data accuracy across warehouse operations.
- Conducted daily checks on stock levels and replenishment timing, contributing to backend order readiness and reducing fulfillment disruptions tied to item misplacement.

#### **Assistant Manager/Cashier | Dollar Tree | 2021**

- Tracked shelf inventory trends during stocking cycles, communicated product movement insights to supervisors, and supported short-term restocking planning during peak hours.
- Captured informal customer behavior patterns and purchase requests at the register, aiding frontline team discussions around local buying trends and store layout adjustments.
- Recorded cleaning schedules, store readiness conditions, and maintenance observations in daily logs, improving operational visibility for opening and closing procedures.
- Participated in checkout task flows and monitored queue length during peak activity, informing of floor adjustments to minimize customer wait times and improve service delivery metrics.

#### **Victim Advocate Internship | Whitfield County District Attorney Office | 2020**

- Documented victim statements and service interactions, maintaining confidential records to support legal proceedings and ensure accurate case tracking across justice system touchpoints.
- Interpreted criminal justice processes for affected individuals and communicated procedural timelines, enhancing transparency and supporting informed engagement in the legal process.
- Logged case updates and assisted prosecuting attorneys with preparation notes, contributing to structured sentencing recommendations and efficient pre-trial documentation workflows.