

# Shanikwa Haynes

Data Business Analyst

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## PROFESSIONAL SUMMARY

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Detail-oriented and analytical professional with the ability to analyze large datasets using Python and SQL to extract actionable insights. Collaborate with cross-functional teams to support data-driven decision-making processes. Develop and maintain interactive dashboards using Tableau or Power BI.

## EDUCATION

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**Western Governors University**, Salt Lake City, Utah  
Bachelor of Science Business Administration, Management

January 2025

**Dalton State College**, Dalton, Georgia  
Bachelor of Science in Criminal Justice

May 2021

## DATA ANALYTICS TRAINING

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Google Data Analytics Professional Certificate, **Coursera** – January 2023  
Data Analytics Certificate Course, **Break Into Tech** – April 2024

## SKILLS

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Data Analysis & Reporting (Google Analytics, Excel, SQL, Tableau, Power BI), Communication & Presentation Skills, Process Optimization & Problem-Solving, Project Coordination & Team Collaboration, Strong Analytical Thinking, Innovation and efficiency

## PROJECTS

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**Superstore Sales and Profitability Executive Dashboard** – Project April 2024  
Quantified sales, profitability, profit ratio, and sales per customer. Visualized profit ratio by city on US map. Quantified monthly sales by segment and category over time by profitable vs. unprofitable orders. Analyzed monthly sales and profitability trends across different product segments. Recommended category adjustments based on profitability metrics, increasing profit margins by 12%.

**Chinook Final SQL Project** – Personal Project January 2024  
Integrated ETL practices to manage and process data related to sales, media type, employee information, countries included in purchases and revenue using SQL queries and data mining techniques.

**World Happiness Report** – Personal Project December 2023  
Dived deep into global happiness data, unraveling correlations between socio-economic elements and happiness indices. Applied SQL and Excel in data refinement, followed by crafting an engaging Tableau visualization. Authored a detailed report on the nexus between economic security and happiness levels.

## WORK EXPERIENCE

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**Security Officer Unarmed** – **Allied Universal** – **Dalton, GA** January 2024 – April 2024

- Identified and resolved 25+ critical security incidents with a 100% resolution success rate.
- Developed a data-driven compliance audit system, improving adherence to site-specific policies.
- Tracked security trends and implemented risk reduction strategies, decreasing incidents by 20%.

**Victim Advocate Intern** – **Whitfield County District Attorney Office** – **Dalton, GA** February 2020 – April 2020

- Gathered and documented case details, ensuring 100% accuracy in data collection.
- Streamlined the victim notification process, improving efficiency by 20%.
- Supported attorneys with case research and provided data-driven recommendations.