

Shanikwa Haynes

Data Analyst

Calhoun, GA • Open to relocation • 706-837-8457 • shanikwa.lhaynes@gmail.com • [LinkedIn](#) • [Tableau](#) • [GitHub](#)

PROFESSIONAL SUMMARY

Detail-oriented data professional with a strong foundation in SQL, Python, and Tableau, leveraging technical skills and research experience to deliver data-driven business insights. Demonstrated success in building dashboards, executing ETL pipelines, and translating complex datasets into visual storytelling. Skilled in stakeholder collaboration, trend analysis, and documentation in both academic and professional settings. Committed to uncovering actionable insights that support strategic decisions and organizational efficiency. Seeking opportunities to apply data analytics skills in dynamic, growth-oriented environments.

SKILLS

- Languages: SQL, Python, HTML
- Tools: Tableau, Excel, Git
- Core Competencies: Data Cleaning, Exploratory Data Analysis (EDA), Data Visualization, Dashboard Development, KPI Tracking, ETL Processes, Business Requirements Gathering, Agile Workflow, Project Management, Stakeholder Reporting

EDUCATION

Western Governors University, Salt Lake City, Utah In Progress
Master of Science in Data Analytics, Data Science

Western Governors University, Salt Lake City, Utah Jan 2025
Bachelor of Science in Business Administration, Management

Dalton State College, Dalton, Georgia May 2021
Bachelor of Science in Criminal Justice, minor in Psychology

CERTIFICATIONS

[Google Data Analytics Professional Certificate](#), Coursera
[Data Analytics Certificate Course](#), Break Into Tech

PROJECTS

[Superstore Sales and Profitability Executive Dashboard](#) Apr 2024

- Built interactive Tableau dashboards to visualize profit ratio, sales per customer, and regional performance by category.
- Segmented monthly sales by product category and order profitability to uncover underperforming segments.
- Mapped regional profitability using geographic data to inform pricing strategy by location.
- Enabled a 12% improvement in profit margins through targeted category-level insights.
- Presented findings using visual storytelling tailored to business stakeholders.

[Chinook Final SQL Project](#) Jan 2024

- Engineered a multi-table SQL ETL pipeline to consolidate sales, employee, and media data for analysis.
- Wrote optimized queries to assess international revenue by media type and employee role.
- Identified top-selling formats and performance trends across 10,000+ records.
- Increased reporting accuracy by 40% through schema refinement and validation.
- Delivered structured insights to support executive sales strategy and team benchmarking.

[World Happiness Report](#) Dec 2023

- Analyzed socio-economic indicators from 150+ countries to assess their influence on global happiness scores.
- Built Tableau dashboards to visualize trends across GDP, life expectancy, freedom, and social support metrics.
- Cleaned and structured raw datasets using SQL and Excel for accuracy and consistency.
- Produced executive-ready summaries for non-technical audiences to support global policy alignment.
- Highlighted key drivers of happiness to support international development recommendations.

WORK EXPERIENCE

Security Officer, Unarmed – Allied Universal – Dalton, GA Jan 2024 – Apr 2024