

Will LeFils

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PROFILE AND SKILLS

Proactive Data Analyst and MBA graduate specializing in strategic sustainability. Key skills include significant professional experience with **SQL**, **Tableau**, and **R**. Excellent at discovering business insights and presenting them in clear and compelling reports, presentations, and dashboards. Demonstrated expertise in business and municipal data analysis, finance, sustainability/ESG frameworks, and collaboration on cross-functional teams.

EXPERIENCE

California State Polytechnic University, Humboldt - School of Business

Junior Data Analyst (Graduate Assistant)

Aug 2022-Aug 2023

Incorporation Feasibility Study

- Conducted data-driven feasibility study to assess the potential incorporation of Humboldt County's largest unincorporated community. Performed **SQL** and **Excel**-based analysis of government financial data, developed economic performance forecasts, and calculated scenario analyses predicting best, average, and worst-case financial outcomes, creating complete pro forma financial statements.
- Led the creation of an interactive dashboard in **Excel** detailing KPIs such as financial ratios, metrics, and demographic trends of local cities and the county for simple comparison and strategic planning.
- Designed and implemented a financial database providing a centralized repository of all local municipal financial data, serving as a resource for budget planning, financial reporting, and decision-making purposes of local community stakeholders, including incorporation committees and LAFCO.

Cannabis Entrepreneurs Research Project

- Performed comprehensive research on legal cannabis entrepreneurs, involving interviewing respondents, encoding qualitative responses into quantifiable data, and analyzing responses to extract insights.
- Prepared detailed report containing intuitive visualizations made with **Tableau** and **Excel** to illustrate findings to stakeholders including the California Department of Cannabis Control.
- Developed and fine-tuned supervised machine learning models (logistic and linear regression) using **R** to identify key predictors of profitability in the legal cannabis industry.
- Spearheaded statistical analysis of vertical integration prevalence in the California cannabis industry, examining variables including county, geographic region, urbanity, and license type.

City of Arcata - Finance Department

Financial Analyst Intern

Aug 2020-Dec 2020

- Contributed to the improvement of the city's utility billing process and notes receivable schedule, increasing revenue for the city.
- Demonstrated proficiency in financial analysis, forecasting, and modeling.

EDUCATION

California State Polytechnic University, Humboldt

Master of Business Administration – Strategic Sustainability (4.0 GPA)

2023

California State Polytechnic University, Humboldt

Bachelor of Science, Business Administration - Finance (3.6 GPA)

2020