

Andrew Geisler

Data Analyst | GoNoodle.com

Purpose-oriented data professional motivated by continually learning and growing through contributions to highly collaborative teams.

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Technical Capabilities

- Languages: R, Python
- SQL Proficient: Mysql & Redshift (postgres)
- BI Tools: Looker, Talend, Pentaho
- RStudio, RMarkdown, Shiny
- AWS Redshift, Lambda

Experience

GoNoodle | May 2016 — Present Data Analyst

Responsibilities

- Oversee and manage Data Team projects (planning/requirements)
- Developed and maintain ETL process (Python)
- Designed User Scoring model
- Exploratory Data Analysis (R, RStudio, Shiny)
- Implemented and manage AWS Redshift data warehouse
- Standard Report Development (Using Looker and Python)
- Implementing internal BI Tools (Looker)

iostudio, llc | Jan 2012 — May 2016 Business Intelligence Supervisor

Responsibilities

- Determining and gathering requirements for setting appropriate KPI's
- Development of ETL processes utilizing Pentaho and R
- Developing standard reports
- Ad-hoc Reporting utilizing R and database queries
- Management of Google Analytics across all agency clients
- Simple to complex R scripts for statistical analysis and dashboard development
- Working with developers and IT professionals on database architecture and design

Bohan Advertising | Feb 2008 — Jan 2012 Brand Engagement Specialist

Responsibilities

- Media Planning, Buying (traditional and digital)
- Audience Research and Impact Analysis (Market penetration and coupon ROI tracking)

The Buntin Group | Feb 2007 — Feb 2008 Assistant Media Planner/Buyer

Responsibilities

- Assisted Planners and Buyers, Audience Research

Navigation Advertising | May 2006 — Feb 2007 Marketing Associate

Education & Certificates

Middle Tennessee State University Aug 2002 — Aug 2006 Bachelor of Science

Advertising | Marketing | Philosophy

Courses & Certificates | 2012 - Present

edx.org

- Foundations of Data Analysis
- Introduction to Big Data with Apache Spark
- The Analytics Edge (audit)

Datacamp.com

- Big Data with R Track
 - Writing Efficient R Code
 - Scalable Data Processing in R
 - Introduction to Spark in R using sparklyr
 - Parallel Programming in R
- Data Scientist with R Track
 - Completed April 2019

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*created in rmarkdown