

# Andrew Geisler

Data Analyst | GoNoodle.com

Purpose-oriented data professional guided by the constant desire to learn and grow in the field of data analysis and data science. There is a strong desire to foster learning and contribution through a highly collaborative team.

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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 Business Intelligence Developer

#### Responsibilities

- 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
- Statistical Inference
- Regression Models
- Introduction to R
- Intermediate R
- Introduction to the Tidyverse
- Importing Data in R (Part 1 & Part 2)
- Writing Functions in R

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\*created in rmarkdown