

## BRANDY MURRAY

406-599-0737 | [brandyemurray.github.io](https://brandyemurray.github.io) | [brandyemurray@gmail.com](mailto:brandyemurray@gmail.com) | [www.linkedin.com/in/brandyemurray](https://www.linkedin.com/in/brandyemurray)

### DATA SCIENTIST – EXTRACTING MEANING FROM BIG DATA SETS TO MOVE PEOPLE AND BUSINESSES FORWARD

Proactive and analytical leader with a passion for transforming data into insights, creating infrastructure solutions, and uncovering answers to challenging questions. Accomplished at driving significant revenue gains with a unique blend of data analytics and financial expertise. Skilled at bridging communication gaps and aligning data deliverables with business needs. Dedicated to continuous learning and enhancing software expertise.

**Financial Analysis | ML Models | Management Reporting | KPIs and Metrics | Reports and Dashboards  
Marketing Support | Behavioral Data | Data Governance | Data Visualization | Analytical Insights**

#### Highlighted Technical Skills

**Data Analytics, Visualizations, Programming Languages:** SQL, Jupyter Notebook, Python, Pandas, Matplotlib, Plotly, Dash, NumPy, Seaborn, SciPy, Scikit-learn, Docker, Git Hub, Neo4j, Power BI, Tableau

**Data Science:** Machine Learning (ML), Supervised Learning, A/B Testing, Linear/Logistic Regression

**Additional:** Advanced Excel, PowerPoint, Google Sheets, Webex, Zoom, Google Meet, Slack, Smartsheet

### PROFESSIONAL EXPERIENCE

#### SALESFORCE: CAPACITY PLANNING ENGINEER

DEC 2021-MAR 2023

- Created dashboard (SQL, Google Sheets, Tableau) to forecast planned migration impacts one-year out; partnered with Data Science team and pioneered a scalable way to conduct forecasts.
- Defined KPIs and analyzed customer 'scratch orgs' and related costs to determine if process should remain in data centers on pods or be moved to cells in Hyperforce cloud; enabled sharp financial decisions.
- Built dashboard (Tableau) to monitor customer traffic and analyze how migrating an org would affect the health of source and target; ran scenario analysis to understand effects of strategic/operational changes on capacity.
- Proactively monitored instance cell health (e.g., sign-up) and created action plans to ensure excellent customer experience.
- Identified customers eligible/ready for data migration; maintained Production and Sandbox environments.
- Partnered cross-functionally (e.g., Product, Engineering, Business) to prioritize demand support and produce a single version of truth for capacity demand from disparate data sources and systems.

#### LONE PEAK DATA ANALYTICS & BUSINESS SOLUTIONS: FOUNDER/MANAGEMENT CONSULTANT

NOV 2019-JUN 2022

- Consulted with clients and devised data solutions to solve business challenges, enable data-driven decisions, and produced positive financial outcomes; communicated technical analysis to non-technical audiences.
- Engineered dashboards in Power BI and delivered analytical insights to optimize business performance, guide strategy and goals, and prioritize business model segments; shaped and tested models for optimization.
- Drove a 45% revenue increase YOY for the client by leveraging traffic light camera data to analyze demographics and steer shifts in client's approach to marketing.
- Developed employee-specific dashboards for a client to increase operational efficiency and decrease manual errors on daily office tasks; generated ~80% time savings and freed-up employees for new workloads.

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### MONTANA STATE UNIVERSITY: BUDGET AND FISCAL MANAGER

AUG 2016-JAN 2019

- Enabled a 30% reduction in payroll cost by chairing a strategic planning committee and correcting forecasts through honing personnel needs and identifying fiscal waste.
- Monitored \$30M fund of funds forecasted from 4 sources using Power BI and advanced Excel.
- Improved management reporting and streamlined HR functions, collaborating cross-functionally.

### UNIVERSITY OF UTAH: GRANTS AND CONTRACTS OFFICER

JAN 2015-MAY 2016

- Promoted to Project Manager for CCSG Pilot Project, overseeing daily financial operations of 4 NIH projects and managing a critical membership program.
- Analyzed 30+ monthly expense reports, resolved issues, and finalized reports for senior management.
- Partnered with Finance to develop scalable, repeatable processes; created widely adopted Grants Compliance Report using advanced Microsoft Excel skills.

### MONTANA STATE UNIVERSITY: BUSINESS MANAGER

JUN 2011-SEP 2014

- Crafted a \$6M budget covering 9 subcontractors and 100+ projects.
- Created National Parks Scholar Program at the request of the Federal Transit Administration; managed scholars, monitored scopes of work, and delivered program support.
- Generated financial reports for senior leadership using advanced Microsoft Excel capabilities.

## EDUCATION

**University of Texas at Austin** – *Post Graduate Program in Data Science & Business Analysis (3.8 GPA)*

**Maryville University of St. Louis** – *Master of Science in Business Data Analytics (3.96 GPA)*

**Montana State University** – *Bachelor of Science in Finance & Economics*

## DATA SCIENCE PROJECTS

**Grocery Delivery Optimization:** Created and applied a Genetic Algorithm in Python (Pandas, NumPy, Seaborn, Matplotlib, PyPlot, SciPy, Scikit-Learn) to search out a near-optimal route across 10 addresses. This led to estimated savings up to 50% in both delivery time and fuel consumption over a route based on transaction order alone. This approach could be utilized across many industries as way to find optimal solutions.

**“You are What You Eat” Customer Segmentation:** Used k-means clustering on grocery transaction data to split out customers into distinct “shopper types” that could be used to better understand customers over time and to more accurately target customers with relevant content and promotions.

**Used Car Pricing Model:** Used Python to develop predictive model of used cars prices, helping business formulate profitable pricing strategies.

**Data Climate Time Series Data:** Created and trained predictive model to forecast weather patterns in Delhi, India.

**Clustering Music Genres:** Applied clustering AI approach on Spotify dataset (80K rows of data) to classify music by genre.