

# Brian Buchanan

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## Objective

Recent Baruch College graduate (B.A. Actuarial Science) seeking an entry-level role in Data Analytics, Financial Analysis, or Business Intelligence while building advanced technical skills. Skilled in Python, SQL, Excel, and Power BI with experience in analytics workflows, financial modeling, and dashboard development. Currently expanding a GitHub/portfolio with practical data projects.

## Education

### Baruch College (CUNY) — B.A., Actuarial Science (STEM)

Quantitative major focused on probability, statistics, financial mathematics, and data-driven risk analysis.

New York, New York

May 2024

### Additional Certifications & Training

- Series SIE (Completed)
- AHIP + Medicare Certifications (Completed 2026)
- Studying: Exam FM

## Key Skills

**Data Tools:** SQL (joins, aggregates, transformations), Excel (Power Query, pivot tables, dashboards), Python (pandas, numpy), Power BI

**Modeling:** KPI modeling, churn analytics, predictive modeling basics, data cleaning, business metrics, exploratory analysis

**Programming & Tools:** Excel (pivot charts/tables, functions, dashboards), data cleaning, scenario & sensitivity analysis

**Visualization:** Power BI, Excel dashboards, Matplotlib

**Other:** GitHub Pages (for website), project documentation, version control

## Projects

### StreamVerse — Churn & Revenue Analytics (Excel + SQL + Power BI)

#### Completed (50,000+ row dataset)

- Built an end-to-end analytics workflow on a subscription business model.
- Engineered 50k+ row tables (Subscribers, Fact\_Monthly, Products).
- Modeled key metrics: MRR, churn, LTV, ARPU, retention cohorts, customer tenure.
- Developed a Power BI dashboard with DAX KPIs and executive insights.
- Conducted churn driver analysis, revenue leakage modeling, and pricing impact scenarios.  
Repo + write-up on GitHub / portfolio.

### Fraud Detection & Transaction Risk Analytics (Excel + Power Query + SQL + Python)

#### In Progress (250,000+ row dataset)

- Processed and analyzed 250k+ transactions using SQL, Power Query, and Excel.
- Built SQL queries for extraction, joins, deduplication, and KPI prototyping.
- Automated cleaning pipelines with Power Query for refresh-ready reporting.
- Modeled fraud KPIs (by hour, device, income, merchant type, location).
- Applied Python exploratory analysis to detect anomalies and patterns.
- Designing final Excel/Power BI dashboard with slicers, indicators, and trend visualizations.

## Experience

### Insurance Agent — Bankers Life (Former)

Feb. 2025 - Aug. 2025

- Conducted client financial needs assessments and built Excel-based risk scenarios.
- Built retirement projection models to estimate income gaps, affordability, and long-term impact.
- Prospected and converted leads through targeted outreach, increasing appointments and referrals.

## Relevant Coursework

Theory of Interest • Intro Probability • Short-Term Insurance Mathematics I & II • Inferential Statistics • Algorithms • Computers & Programming • Corporate Finance • Business Statistics