

CAMERON WATTS

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EDUCATION

University of South Florida

August 2022 - May 2026

Bachelor's, Business Analytics and Information Systems

GPA: 3.54

- Relevant Coursework: Statistics II, Information Systems in Organizations, Principles of Finance, Systems Analysis and Design, Operations and Supply Chain Management, Business Data Communications, Business Application Development

PROFESSIONAL EXPERIENCE

Freedom Boat Club

Tampa, FL, USA

Dockmaster

January 2025 - Present

- Manage scheduling and logistics for a fleet of 18+ boats, optimizing turnaround times and operational efficiency.
- Built a visual Excel dashboard to track boat availability and conflicts, reducing scheduling downtime by 25%.
- Analyzed customer feedback to improve service and implemented changes that reduced downtime and improved workflow.

Sigma Phi Epsilon, Florida Iota

Tampa, FL, USA

Vice President of Communications

November 2023 - December 2024

- Led data-driven marketing strategies to enhance visibility, increase engagement, and drive social media growth.
- Spearheaded a philanthropy campaign that raised \$2,000+ for men's mental health through targeted fundraising efforts.
- Managed fundraising analytics, optimizing donor outreach and increasing contributions by 20%.

School Street Dermatology

Pawtucket, RI, USA

Data Analyst Intern

May 2024 - August 2024

- Conducted data analysis on patient satisfaction surveys to uncover trends and optimize decision-making.
- Developed user-friendly Tableau dashboards visualizing key performance metrics for executive reporting.
- Automated data collection workflows using SQL and Excel, improving efficiency and increasing reporting accuracy by 30%.

Surf Club, University of South Florida

Tampa, FL, USA

Risk Manager

August 2022 - April 2024

- Conducted data-driven risk assessments for a 126-member club, reducing incidents and ensuring safety compliance.
- Managed incident tracking using historical data to predict and prevent potential risks, enhancing overall safety.
- Collaborated cross-functionally with various departments, ensuring seamless club operations and event logistics.

AWARDS & CERTIFICATIONS

Google Data Analytics Professional Certificate – Coursera

July 24, 2024

Completed an 8-course program covering SQL, R, Excel, Tableau, data cleaning, data visualization, statistical analysis, and business intelligence. Applied ETL processes, data wrangling, and dashboard creation to analyze real-world datasets through hands-on projects.

Certificate for Outstanding Academic Achievement in Financial Accounting – Awarded by Beta Alpha Psi

April 8, 2024

Attended the Honors Banquet, recognizing top-performing accounting scholars for exceptional academic performance.

PROJECTS & CASE STUDIES

Amazon Sales Analytics Case Study

Self-Directed Project | SQL, Excel, Power BI

- Analyzed Amazon listings with Excel and SQL to uncover trends in pricing, reviews, and category performance.
- Designed an interactive Power BI dashboard with KPIs, dynamic filters, and visual storytelling to highlight key patterns.
- Delivered insights showing a correlation between discount percentage and review volume, with electronics leading in revenue.

Retail Performance & Trend Analysis Case Study

Self-Directed Project | Excel, Tableau

- Conducted regional sales analysis to uncover key insights and drive strategic decisions in the Western US market.
- Developed a dynamic Tableau dashboard featuring bar graphs, treemaps, and profit maps to visualize sales trends.
- Utilized Excel functions like VLOOKUP, pivot tables, and conditional formatting to identify outliers and analyze data.

SKILLS

Technical Skills: Microsoft Excel, SQL, Power BI, Tableau, Microsoft Office, R (Foundational Knowledge), HTML/CSS, JavaScript

Soft Skills: Problem Solving, Leadership, Collaboration, Critical Thinking, Adaptability, Interpersonal Communication