Cody A. Holmes

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Analytics leader with 10+ years of experience turning data into business strategy. Proven track record in leading cross-functional teams, scaling reporting systems, leading data warehousing, and driving organizational transformation through analytics. Skilled at translating data into action—and action into results!

PORTFOLIO

People Analytics Showcase

A report using Kaggle's (sample) human resource dataset. This data was cleaned to derive a simple, executive ready sample of common HR metrics, such as headcount and turnover rates. View report here.

Plato's Pizza Place

Creatively designed dashboard, exemplifying ability to build highly customized and stylized reports that draw user attention. This report was a submission in the Maven Analytics data challenge. View report here.

Code Report's "Code for Cash" Power BI Winner

Competition that tested Power BI skills by completing a timed exam of different code reviews within Power BI, securing a $1500 prize. View Code Report's LinkedIn winning announcement here.

SKILLS

Analytics management, automated reporting, Azure Data Factory, Azure SQL databases, C#, CI/CD, C-Suite reporting, DAX, data engineering, data modeling, data translating, data visualization, data warehousing, EHR, ERP, ETL, Excel, M language, Microsoft Fabric, Oracle, people analytics, Power Automate, Power BI, Power BI administration, Power Query, process automation, project management, PySpark, Python data analysis, SQL, SQL Server, Snowflake, software management cycle, stakeholder management, storytelling with data, T-SQL, TMDL, UI/UX design

EXPERIENCE

Freelance Analytics Consultant   September 2023 – Present
Self-Employed   *Denton, TX (Remote)*

- Develop the highly complex and intricate DAX measures and Power Query queries for clients who have ran out of options, obtaining results that have earned me a 100% job success rating and the "Rising Talent" badge on the Upwork platform; customer feedback of, "It was an absolute pleasure working with Cody!"
- Advise clients in the use and application of Power BI, Excel, SQL, Python data analysis, ETL and API development, and data visualization, earning $25K-plus in billable hours and logging 260-plus work hours on Upwork; client testimony of "improved the impact [by] 120%."
- Diagnose and resolve critical data pipeline failures for a private practice optometry client by implementing automated data validation checks and post-load automatic Power BI refreshing in Azure Data Factory, improving data accuracy by 35% and reducing uptime costs by roughly 22%.
- Tutor and mentor junior developers learning Power BI and Python by building out individual curriculums for each client, directing them to data challenges, and code reviewing with them; 100% of clients have secured employment within six months of training.

Business Intelligence Developer III   January 2024 – June 2025
Taylor Morrison   *Maitland, FL (Remote)*

- Analyzed complex datasets to identify previously unrealized trends in mortgage financing and home financing regulation cost accounting, enabling senior management to make more informed decisions and avoiding hundreds of thousands of dollars in disclosure penalties.
- Coordinated a massive project across the Appraisal, Closing, PMO, Underwriting, and Loan Processing to track loan consultant, closer, and underwriter performance, leading the team to solidify on over 85 metrics related to team throughputs and loan outputs; in developing of a heat matrix by time of day, the team was able to understand hiring needs and problem districts, leading to a 1.2 loan per hour increase in throughput.

- Improved data accuracy by 25% and reduced reporting errors by 40% through implementation of cross-departmental data validation procedures and standardized best practices.
- Directed optimization of enterprise BI reports and SQL pipelines, reducing report latency by 30% and enabling faster decision-making across mortgage operations.

People Analytics Manager   **September 2022 – August 2023**
FedEx Office   *Plano, TX*

- Led and delegated people analytics team in Power BI implementation, DAX and M code reviews, and API dataflow development with third-party platforms, leading to the broader integration of HR data into the business with self-service reports reaching the top 2% of usage across the entire FedEx company and regular viewership by the C-suite.
- Presented data visualizations every quarter that told a story and demanded action in line with the people data strategy and overall business initiatives; I received multiple kudos for the simplicity yet effectiveness of my visualizations and presentation skills—skills I garnered from self-study of the *Storytelling with Data* book.
- Pioneered regression models, using Python, predicting employee turnover with 85% confidence, using statistical analyses on employee survivor rates and salary distributions across pay bands, shifting the HR department away from descriptive analytics to prescriptive decision making.

Data Visualization Advisor   **October 2021 – September 2022**
FedEx Office   *Plano, TX (Remote)*

- Revamped the human resource department's analytical environment by producing a workforce analytics dashboard that tracked headcount, terminations, turnover rates, training, and learning and development metrics; the centralization and improved validity of HR data helped managers become more scientific about their team's initiatives and whether they were positively or negatively affecting the broader department goals.
- Facilitated across the FedEx operating companies with the enterprise data warehouse DBAs to improve Workday data warehouse SQL view querying and management, leading to about an 80% decrease in analyst ad-hoc querying times.
- Led Power BI training initiative across 9 departments, upskilling more than 100 analysts and embedding self-service analytics culture enterprise wide.

CERTIFICATIONS

Fabric Analytics Engineer Associate (DP-600)   **October 2025 – October 2026**
Microsoft

Power BI Data Analyst Associate (PL-300)   **August 2020 – August 2026**
Microsoft

Certified Associate in Project Management (CAPM)   **August 2019 – August 2027**
Project Management Institute

EDUCATION

Master of Public Administration   **January 2017 – July 2019**
University of North Texas   *Denton, TX*

Bachelor of Science in Political Science   **January 2013 – May 2016**
Tarleton State University   *Stephenville, TX*

OTHER EMPLOYMENT

Management Analyst   **January 2020 – September 2021**
City of Denton   *Denton, TX*

Project Controls Specialist   **March 2019 – January 2020**
City of Denton   *Denton, TX*

Geospatial Engineer   **November 2008 – November 2012**
United States Army, 3rd PSYOP Battalion (Airborne)   *Fort Bragg, NC*