Derrik Dennis

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Motivated and responsible data analyst with a passion for developing actionable results out of complicated datasets. Proven consulting skills through the use of custom analytics. Well versed in delivering exceptional results to executive staff and collaborating with teams across multiple disciplines when called to act upon those results. Possesses an innate sense of wrangling data and munging it to find the true story behind the numbers.

Technical Skills

- Database Design
- Database Management
- Data Quality Assessment
- Pattern and Trend Analyses

- Market Analyses
- Regression analysis
- Problem-solving & Troubleshooting
- Visualization of Data Insights
- Microsoft Office

- Python
- SQL
- PostgreSQL
- SQLite
- Tableau
- Python
- HTML5 / CSS

Beginner at R, Machine Learning, and Go

Recent Projects

Project Spotify | github.com/saharalaei/Final-Project |spotify-user-music-taste.herokuapp.com
- An app developed to look into a user's top artists and music choices, selecting potential new tracks using machine learning, and provide comparisons of the top artists and tracks in the last year
- Scraped data spotifytracks.com, developed Tableau reporting tool, embedded Spotify player into Tableau tool, created dashboard framework for project, developed team page using CSS transform properties
- Tools / Languages Used: Python Flask, d3.js, Tableau, Machine Learning, HTTP, CSS, Bootstrap

Project Energy | github.com/derrikdennis/ProjectEnergy |project-energy.herokuapp.com
- An overview of energy pricing across all 50 states, analyzing whether the net of production vs generation were factors in pricing.
- Scraped data from Energy Information Agency, developed choropleth map for pricing analysis, provided technical support with web publishing.
- Tools / Languages Used: JavaScript, Leaflet, D3, SQLite, Python Flask, Heroku

Project Hurripy | github.com/TheGreekGoddess/Project_HurriPy
- An analysis of recent hurricane activity focused on including whether hurricanes are occurring earlier over time and looking at key demographic data before and after major systems. Determined that there could be correlation between lower poverty rates and higher home values after storms.
- Extracted historical hurricane data from the National Hurricane Center, provided the hurricane tracking maps, and developed analysis of the results of our findings.
- Tools / Languages Used: Python, Pandas, MatPlotLib, Google API

Relevant Experience

Director, Sales and Business Development   2012 –2013
Arbitron Mobile, Oakland, CA

- Won key strategic pilot program within three months of onboarding with Facebook. Project details: $1.35 million across 6 markets over a six-month period
- Signed Verizon, Qualcomm and Cisco. Contacts included syndicated smartphone tracking reports valued at over $500K in 2013.
- Managed sales and analytics team for North American Market.

Director, Telecom Practice   2008 – 2012
Nielsen, San Francisco, CA and Johannesburg, South Africa

- 2010 Nielsen Global Telecom Practice Employee of the Year
- Successfully met the target revenue goal of $13 million for the year 2011 and developed a strategy to make Mobile Insights the most profitable Telecom Practice product for the year with overall EBITDA above 30%.
- Built a strategic retailer research relationship with Nokia by winning a contract covering Mystery Shopping and Retail Experience valued at $880,000 covering 14 countries in the Middle East and Africa region.

Additional Experience
Dining Room Manager   2018 – Present
Siena Ristorante, Austin, TX

- Service standardization increased average OpenTable rating from 90% recommended to 97% recommended.
- Rollout of new reservation protocols helped bring in record revenue for Q1 and Q2 2019.
- Banquet standardization led to 10-15% reduction of errors and faster turn-time for each course.

Education

Certificate, Data Analysis and Visualization, University of Texas, Austin, TX   (2020)

Bachelor of Arts, Communications, The Florida State University, Tallahassee, FL

Bachelor of Sciences, Meteorology, The Florida State University, Tallahassee, FL