Data Analyst/ Business Analyst

FORD HENLEY

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Austin, TX 78640

Skills

- SQL (SQL Server, MySQL, PostgreSQL NoSQL)
- Looker Studio

- Excel (Conditional Formatting. Formulas)
- Javascript, Python

Projects

SPORT CLIPS STORE PERFORMANCE DASHBOARD – Sport Clips (Franchise) – Fort Walton Beach, FL   Jan 2022-Present

- Led the creation of a store performance dashboard in **Looker Studio** to track year, monthly & annual store performance with POS data in order to reach our store goals and increase store performance by 10%.
- Maintained data integrity by regularly updating store data on a monthly and weekly basis.
- **Cleaned data** provided by corporate in order to drill down on the data specific to our store goals

SPORT CLIPS STORE PAYROLL CALCULATOR – Sport Clips (Franchise) – Fort Walton Beach, FL   Jan 2023-Present

- Initiated the development of a custom payroll spreadsheet in **Google Sheets** to manage and calculate all three of our stores payroll in one sheet for the year instead of in three separate sheets every payroll run.

Work Experience

BUSINESS ANALYST – Sport Clips (Franchise) – Remote, FL   September 2014 - Present

- Developed a custom store performance dashboard in **Looker Studio** to track year, monthly and annual store performance in order to reach our store goals and increase store performance by 10%.
- Created a custom system in ClickUp to track store support requests, recurring meetings and HR systems.
- Designed an **Excel** report for managers to use to track employee performance with **conditional formatting**.
- Implemented a custom **Google Sheet** to streamline payroll and reduce the time to run payroll for 20%

OWNER / PRODUCT OWNER – Ford's Web Help – Remote, FL   July 2017 - January 2022

- Developed custom websites and data models using **SQL, MySQL and PostgreSQL**
- Monitored client site performance with custom Google Analytics **reports**.
- Managed client advertising campaigns through keyword research and reporting.

Education

CERTIFICATE OF DATA ANALYTICS – Google – Coursera   August 2023-Present
Fields of Study: Marketing, Finance, Accounting, Economics, Statistics

CERTIFICATE OF FULL STACK DEVELOPMENT – Bethel School of Technology –Redding, CA   January 2022-November 2023
Fields of Study: SQL, MySQL, Javascript

BACHELOR OF SCIENCE IN BUSINESS – University of Alabama – Tuscaloosa, AL   September 2005-December 2009
Fields of Study: Marketing, Finance, Accounting, Economics, Statistics