**Justin Cassner**

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**DATA ANALYST**

Detail-oriented and motivated data analyst with hands-on experience in data cleaning, exploration, and visualization using real-world datasets. Skilled in transforming raw data into actionable insights through clear visual storytelling and interactive dashboards. Proficient in SQL, Python, R, and business intelligence tools such as Tableau. Strong communicator with a track record of cross-functional collaboration and iterative problem-solving. Passionate about uncovering trends and patterns to support data-informed decision-making in dynamic, fast-paced environments.

**CORE COMPETENCIES:**

* Data Cleaning, Transformation, & Exploration
* Data Modeling Techniques for Insight Building
* Dashboard Design & Data Storytelling
* Project Management
* Cross-Functional Collaboration
* Astute Attention to Detail

**TECHNICAL PROFICIENCIES**

Platforms: Microsoft Office (Excel, PowerPoint, Word), Google Sheets & Colab, Github

Languages: Python (Pandas, Matplotlib, NumPy, Sklearn), SQL, R

Tools: Tableau Desktop, RStudio, Jupyter Notebooks

**PROFESSIONAL EXPERIENCE**

Scotts Miracle-Gro, Marysville, Ohio

***Research Specialist & Senior Specialist,*** June 2016 – October 2023

Contributed to all stages of product development research for an international lawn and garden business.

* Served as biological research lead on both Lawns and Controls business units, managed a $250K+ annual budget while contributing to $50M+ of innovation product sales.
* Designed, performed, and orchestrated 50+ concurrent, annual research trials across at least 3 geographic regions with cooperators; provided weekly cross-functional team updates on multiple, concurrent projects; delivered annual outcomes and insights on all projects to executive leadership, C-suite management, and company owner.
* Tackled stretch assignments (SOP development and revision, entomological research, safety committee, etc.) that required rapid learning and adaptability that demonstrated initiative and a growth-oriented mindset

**EDUCATION AND CERTIFICATIONS**

Franklin University (2025) – Columbus, Ohio

**Master of Science,** *Data Analytics*, GPA: 4.00

Ohio Northern University (2007) – Ada, Ohio

**Bachelor of Science**, *Biology*

**CERTIFICATIONS**

* Machine Learning with Python, August 2024
* Data Visualization with Tableau, December 2024
* Data Mining with R, December 2024