

Jonah Rockey

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EXPERIENCE

Virtual Intelligence Briefing (ViB), Remote

April 2023 – October 2025

Data Analyst

- Built a centralized data lake using Python and SQL tools to clean and organize thousands of raw data tables, creating a scalable foundation for company-wide reporting and analysis.
- Led a spend analysis project evaluating gift card incentives across multiple products; conducted A/B testing to measure ROI of varying spend levels, resulting in a 40% reduction in costs while still increasing customer sign-up and return rates.
- Developed a sales pipeline prediction model using neural networks, achieving 93% accuracy in forecasting closed revenue and helping sales teams prioritize high-value opportunities.
- Designed and implemented interactive dashboards in Power BI, Qlik, and Looker, transforming data from multiple sources to deliver actionable insights for Sales, Marketing, Operations, and Executives.
- Created a customer scoring model that prioritized high-value customer segments, enabling smarter campaign targeting and improving marketing performance with 21% higher click rates.
- Partnered with executives on a monthly revenue and spend forecasting model, providing forward-looking financial visibility that strengthened budgeting and strategic planning.

Susan G. Komen Tissue Bank, Indianapolis, IN

April 2022 – Aug 2022

Database Development Intern

- Collaborated with the Head Informatics Programmer to enhance internal database systems supporting the management and analysis of biomedical tissue sample data.
- Developed data-driven web applications using Python and Django, improving data accessibility and integrity across multiple research projects.
- Maintained and enhanced existing web pages and applications, utilizing version control tools like Git to ensure code integrity and project continuity.

EDUCATION

Indiana University – Luddy School of Informatics, Indianapolis, IN

December 2022

- Master of Science in Applied Data Science

Purdue University, West Lafayette, IN

May 2021

- Bachelor of Science in Statistics with Math Emphasis

SKILLS

Programming and Data Tools: Python (Pandas, NumPy, TensorFlow), R, SQL, Power BI, Qlik, Salesforce, Google Analytics, Microsoft Excel, Git

Data Analytics and Machine Learning: Data Modeling (Linear and Logistic Regression, Random Forest, XGBoost), Neural Networks, Natural Language Processing, AI Prompt Engineering, Data Visualization