Jackson Bronkema

Grand Rapids, MI | 616-970-6586 | jtbronkema@gmail.com

EDUCATION

Purdue University, Krannert School of Management   **West Lafayette, IN**
Master of Science, Business Analytics and Information Management, GPA 3.74/4.0   **May 2022**
- Awarded Krannert School of Management Merit-Based Academic Scholarship
- Member of Beta Gamma Sigma – membership awarded to top 20% of graduating class
- Relevant Courses: Computing for Analytics, Python Programming, Using R for Analytics, Business Analytics, Advanced Business Analytics, Analytics Industry Practicum, Data Mining, Data Visualization, Management of Organizational Data, Spreadsheet Modeling and Simulation, Optimization Modeling with Spreadsheets, IT Project Management

Taylor University   **Upland, IN**
Bachelor of Science, Mathematics and Business Management/Systems, GPA 3.52/4.0   **December 2020**
- Graduated Cum Laude with 166 credits applied
- Four-year recipient of the Presidential Scholarship (highest academic award given)
- Relevant Courses: Linear Algebra, Mathematical Statistics, Advanced Statistical Methods, Calculus I, II, III, Advanced Calculus, Operations Research, Operations Management, Information Systems Analysis & Design, Computational Problem Solving, Mathematics of Finance, Strategic Management

PROFESSIONAL EXPERIENCE

Meijer   **Grand Rapids, Michigan**
Data Analyst II, Advanced Analytics   **May 2022 – Present**
- Lead Analyst for the MyThyme Loyalty Program with over 1M+ customers and $360M in annual sales
- Used customer shopping behavior to create customer segmentation for the Fresh Thyme Loyalty team
- Built item-to-item affinity model; uses a two proportion Z-Test to quantify the strength of affinity between pairwise items
- Created a model to forecast sales by store, by week, and by minor department for each fiscal year
- Stood-up regional analytics decomps – decomps are delivered to finance, merchandising, operations, and marketing leadership bi-annually and cover store performance, customer profiles, competition, and customer satisfaction
- Partnered with IT as P.O. to enable the Advanced Analytics team to transfer all data and projects from SAS and Teradata into Microsoft Azure (Databricks)

RH   **Corte Madera, California (Remote)**
Data Science Consulting Practicum   **January 2022 – April 2022**
- Leveraged time series data to build decomposition, ARIMA, and Holt-Winters models on the previous 6 years of company ocean shipping volume data
- Developed monthly forecasting models on 20+ shipping lanes to mitigate client's risk of entering a shipping contract that is not financially viable
- Built an R Shiny application that allows the forecasting team to update the models as their data changes

Amused Clothing, LLC   **West Lafayette, IN**
Data Analytics Intern/Consultant   **October 2021 – December 2021**
- Collaborated with peers to create an ERD and relational database for a local clothing retailer
- Provided the client with SQL queries that allows them to extract meaningful insights from the data
- Consulted management on best practices in using the database in the future to optimize their workforce, understand inventory trends, and manage relationships with vendors

PROGRAMMING LANGUAGES AND SKILLS

Programming Languages: SQL, Python (pandas, NumPy, scikit-learn, Matplotlib, seaborn), R, MATLAB, HTML, CSS
Tools: Snowflake, Teradata, Databricks, Tableau, Power BI, Minitab, GitHub, SAS EM, Oracle, Jupyter, PyCharm, RStudio, Atom.io, Microsoft Suite (Excel, Azure, Access, etc.), Google Suite, Smartsheet, DevOps, MarketDial, Placer.ai
Certifications: Tableau Desktop Specialist, SAS/Purdue Certificate in Business Analytics, Microsoft Excel – Advanced Excel Formulas and Functions

VOLUNTEERING AND LEADERSHIP ACTIVITIES

- Volunteer at Project Hope (2023)
- Volunteer for Grant County Special Olympics and Eastbrook Elementary After School Program (2017-2020)
- Volunteer and Mentor at Fellowship of Christian Athletes High School Football Camps (2018-2019)
- Captain of the Taylor University Football Team (2019); Assistant Football Coach at Taylor University (2020)