

# Kenaniah Dodson

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<https://github.com/kenaniahdodson> <https://kenaniahdodson.github.io/>

## PROFESSIONAL SUMMARY

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Data Analyst and Program Evaluator with leadership experience in coaching teams and driving cross-functional collaboration. Skilled in SQL, R, Tableau, and Power BI to automate reporting, build dashboards, and optimize workflows. Experienced in analyzing large datasets to inform strategic decisions, enhance performance, and support stakeholder communications. Adept at translating complex data into actionable insights that guide continuous improvement and team development.

## EDUCATION

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### **M.S., Program Evaluation & Data Analytics, Arizona State University — May 2024 - Aug 2025 (GPA 3.9)**

- Coursework: Regression Analysis, Experimental Design, Data Wrangling in R, Program Theory, Data Visualization, SQL for Data Analytics.

### **B.A., Business Administration (Law), Arizona State University — Aug 2022 - May 2024 (GPA 3.8)**

- Coursework: Business Analytics and Administration, Market Research, Stakeholder Investment, Legal Framework, Business Law.

## PROFESSIONAL EXPERIENCE

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### **Starbucks | Store Manager, Raleigh, NC — Dec 2023 - Present**

- Managed logistical and staffing operations and led teams of 60+ partners to foster a results-driven culture.
- Analyzed customer data from annual transaction data and surveys to uncover actionable insights, resulting in a 60% increase in customer satisfaction and a 20% improvement in operational efficiency.
- Developed and delivered weekly performance reports utilizing Excel, ensuring alignment between store-level execution and broader company objectives.

### **Starbucks | Assistant Store Manager, Raleigh, NC — Nov 2022 - Dec 2023**

- Designed and implemented training programs, enhancing team performance, resulting in a 15% increase in employee retention.
- Oversaw inventory management to achieve 5% waste reduction while maintaining optimal stock levels.
- Utilized data visualization tools to inform labor planning and strategies, contributing to a 10% increase in business growth.

### **Starbucks | Shift Manager, Raleigh, NC — Feb 2022 - Nov 2022**

- Supervised daily operations for shifts, ensuring operational efficiency.
- Implemented staffing adjustments, enhancing shift efficiency by 15% and reducing customer wait times by 20%.

## SELECTED PROJECT EXPERIENCE

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### **"The Caring Place" Program Evaluation, Cary, North Carolina — 2025**

- Conducted a full-scale program evaluation for The Caring Place, a local nonprofit, applying regression and A/B testing in R to assess services for at-risk families.
- Designed and administered stakeholder surveys; cleaned, structured, and analyzed qualitative and quantitative datasets using data wrangling and cleaning to identify performance trends and program impact.
- Built data visualizations and reporting dashboards in Tableau to translate findings into actionable insights, delivering recommendations to leadership that informed data-driven decision-making and strategic planning.

### **Employment and Socioeconomic Data Dashboard, Arizona State University — 2024**

- Full project: <https://watts-college.github.io/project-paf-515-2025s-team-04/>
- Collected, cleaned, and transformed employment and wage datasets using R, across various sources.
- Designed and deployed an interactive dashboard to visualize key insights, enabling stakeholders to explore workforce development scenarios and inform policy recommendations.
- Delivered results through an executive-style report and academic presentation, translating technical findings into clear, actionable insights for both technical and non-technical audiences.

## SKILLS

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Data Analysis, Management, Statistical Methods, Data Modeling, Data Visualization, R, SQL, Python, Tableau, Power BI, SAP, Excel, GitHub, Regression Modeling, A/B Testing, Program Evaluation Design, Qualtrics, Survey Analysis, Data Cleaning and Wrangling, Agile Methodology, Microsoft 360, Leadership Skills, Coaching, Statistical Forecasting, Budget Management, Accounting