

## Contact

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## Top Skills

python  
Object-Oriented Programming (OOP)  
Functions

## Certifications

Students in Research  
Verified International Academic Qualifications  
Career Essentials in Business Analysis by Microsoft and LinkedIn  
Aha! Product Management Professional Certificate  
Python for Machine Learning & Data Science Masterclass

# Kenneth Pieterseon, MBA

Business Intelligence (BI)/ Data Scientist / Agentic AI Engineer / Research Assistant at ETSU / Data and Business Analyst / Big Data Analytics/ Requirement Gathering, Product Management, Product Road Mapping.

Johnson City, Tennessee, United States

## Summary

Experienced Financial Analyst, Budgeting, Data Analytics, Data Science and Forecasting, Business Intelligence, Python, SQL, Power BI, and Research.

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## Experience

### East Tennessee State University

2 years 11 months

#### Supply Chain Analyst

June 2024 - Present (1 year 1 month)

Tennessee, United States

#### Research Assistant

August 2022 - May 2024 (1 year 10 months)

Johnson City, Tennessee, United States

- Co-developed a Supply Chain Streamlining Model with 40+ students and researched Supply Chain 4.0's impact on Industry 4.0, driving innovation in business operations.
- Built and refined a database of Tennessee's top 100 manufacturing companies using Python, enhancing data accuracy and usability.
- Fostered academic growth and engagement through interdisciplinary teaching, biweekly feedback, and an interactive classroom environment, resulting in 95% academic improvement and a 20% increase in course satisfaction.

### alfatec industries

#### Business Analyst

January 2023 - May 2024 (1 year 5 months)

Johnson City, Tennessee, United States

- Led product backlog management and coordinated with development teams for timely feature rollouts.

- Developed market entry strategies for North America through competitive analysis of emerging technologies.
- Collaborated cross-functionally to launch automotive and renewable energy solutions, driving a 15% revenue increase.

## INFUSEmedia

### Data Engineer

January 2021 - July 2022 (1 year 7 months)

United States

- Automated data retrieval with SQL and Supermetrics, cutting manual tasks by 40%.
- Enhanced data-driven decision-making by 20% through Power BI dashboards and reporting tools.
- Streamlined collaboration across sales, marketing, and analytics teams using Smartsheet for product tracking and operations.

## University of Cape Coast

### Teaching Assistant

May 2020 - January 2022 (1 year 9 months)

Central, Ghana

Communication Skills

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## Education

### East Tennessee State University

Master of Business Administration - MBA, Business Analytics · (August 2022 - January 2024)

### University of Cape Coast (UCC)

Bachelor of Commerce, Marketing · (2016 - 2020)

# KENNETH PIETERSON, MBA

Johnson City, Tennessee (Open to relocate)

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## CORE COMPETENCIES

- **Statistical Analysis & Research Methodology:** Proficient in descriptive statistics, correlational analyses, mean-difference tests, survey design, data gathering, and reporting.
- **Data Analysis & Business Intelligence:** Skilled in **Power BI, SQL, SPSS, R, Python, SAS, Hive, Tableau**, and **Excel** for data manipulation, reporting, and analysis.
- **Data Visualization & Reporting:** Experience building automated reports and dashboards using Power BI, Tableau, and Excel to communicate key insights.
- **Database & Tools:** Knowledge of higher education systems (e.g., Banner), course management systems (e.g., D2L), and faculty qualifications/survey tools (e.g., Qualtrics).
- **Project Management:** Track record of planning and leading complex data collection efforts. Skilled in balancing multiple priorities while meeting deadlines and compliance standards.
- **Collaboration & Communication:** Experience working with cross-functional teams—faculty, staff, and students—to implement data-driven initiatives and deliver comprehensive reports.

## PROJECTS

### Sales Forecasting Model for Retail Business

- Built a time-series forecasting model in Python to predict future sales trends with 85% accuracy.
- Integrated Power BI dashboards to visualize real-time sales data, improving decision-making for the marketing team.
- Applied machine learning techniques (regression, decision trees) to analyze demand patterns.

### Marketing Campaign Performance Analysis

- Analyzed **A/B test results** to determine **the most effective marketing campaigns**.
- Used **SQL and Tableau** to create dynamic reports tracking **conversion rates and ROI**.
- Provided actionable recommendations that led to a **10% increase in campaign effectiveness**.

## DATA ANALYTICS AND ENGINEERING EXPERIENCE

### Supply Chain Analyst (Volunteer)

June 2024 – Present

East Tennessee State University., Johnson City, TN

- Developed demand forecasting models using Python and Power BI to predict and align operations with strategic business needs.
- Collaborated with product management and operations teams to implement streamlined processes, reducing inefficiencies by 10%.
- Contributed to product roadmaps for key operations tools, supporting on-time delivery and alignment with organizational goals.

### Business Analyst

January 2023 – May 2024

Alfatec Industries., Johnson City, TN

- Managed product backlogs for new feature rollouts, coordinating with development teams to ensure timely releases.
- Conducted competitive analysis on emerging technologies, creating product strategies for market entry into the North American market.
- Collaborated with marketing and engineering teams to develop go-to-market plans for automotive products and renewable energy solutions, resulting in a 15% revenue increase.

### Data Engineer

January 2021 – June 2022

InfuseMedia., Raton, FL

- Automated data retrieval processes using SQL and Supermetrics, reducing manual tasks by 40%.
- Collaborated with analytics teams to develop dashboards and reporting tools using Power BI, improving data-driven decision-making by 20%.

- Maintained product tracking and operational data on Smartsheet to ensure seamless collaboration between sales, marketing, and analytics teams.

## ADDITIONAL EXPERIENCE

### Research Assistant

August 2022 – May 2024

East Tennessee State University., Johnson City, TN

- Led a 40+ student cohort in developing a supply chain streamlining model, leveraging regression analysis for improved decision-making.
- Evaluated student performance through biweekly testing, offering targeted feedback—familiarity with designing assessment measures and analyzing results.
- Collaborated with senior professors on research into Supply Chain 4.0 and Industry 4.0 concepts, fostering an environment of continuous learning and academic excellence.

### Supply Chain 4.0

November 2023

East Tennessee State University., Johnson City, TN

- Presented my research on Decision Sciences Institute Conference ([Supply Chain 4.0 presentation](#)).
- Presented research on small-scale business efficiencies using predictive shipment and advanced supply chain technologies.
- Conducted regression analysis to measure the direct impact of innovative solutions on operational cost-reduction experience relevant to program assessment metrics.

## EDUCATION AND CERTIFICATIONS

### Master of Business Administration in Business Analytics (GPA: 3.8/4.0)

May 2024

East Tennessee State University (ETSU), Johnson City, TN

### Bachelor of Commerce in Marketing (GPA: 3.6/4.0)

June 2020

University of Cape Coast, Capa Coast, Ghana

## CERTIFICATIONS

[Microsoft - Career Essentials in Business Analysis Certificate](#)

[Aha! - Professional Product Management Certificate](#)

[Udemy - Data Science and Machine Learning](#)

[Google - Data Analysis Certificate](#)

## ACTIVITIES AND COMMUNITY INVOLVEMENT

Institute of Electrical and Electronics Engineers, Member

National Society of Black Engineers, Member