· M E G A N   S M I T H ·

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Professional offering a solid combination of data analysis and learning development experience. Proven skills in enhancing organizational culture that allows clients to meet all KPIs and milestones. Outstanding communication and success in fast-paced environments with a reputation for forming a rapport with diverse, multicultural individuals at all levels with a demonstrated commitment to maximizing technology and developing powerful solutions for over 120 clients in one year.

S K I L L S

- Data Analysis: Excel, Tableau, SQL, Python, Domo
- Data Visualization: Tableau, Domo
- Certifications: Domo Professional Services Certification, Domo Technical Certification, & Domo Accreditation Certification

P R O J E C T S

EXCEL: MARKETING ANALYTICS

- Leveraged Excel to analyze customer spending patterns and demographic trends, identifying correlations between income levels and expenditure on food delivery services, with findings showing that higher-income customers generate the most revenue.
- Created data visualizations in Excel showing Campaign 6 was the most successful and product purchases by age group indicated wine was the highest revenue-generating product across all age groups.
- Marketing recommendations included targeting higher-income customers, promoting customer retention through series-based promotions, directing wine promotions to younger and older age groups, and continuing to refine successful campaigns.

TABLEAU: EDUCATION DATA

- Conducted school performance analysis to evaluate graduation rates and demographic data of 1,800+ schools, distinguishing top and bottom performers based on graduation statistics, economically disadvantaged students, and students with high needs.
- Leveraged Tableau to investigate geographic patterns of educational outcomes, mapping graduation rates to school locations and identifying clusters of high and low-performing schools, informing allocation and policy initiatives.
- Orchestrated the development of an interactive Tableau dashboard, presenting actionable insights to an analyst team at Kaplan Inc., proposing strategies to improve student support and enhance academic success.

SQL: HEALTHCARE DATA

- Created SQL queries to examine hospital patient data spanning 10 years and covering over 101,000 diabetic patients, identifying correlations between medical specialties and patient procedures and assessing the impact of race on medical treatments.
- Analyzed healthcare data to reveal equitable treatment for diabetic patients regardless of race, highlighting an inclusive approach and commitment to unbiased healthcare services.
- Translated analytical findings into actionable recommendations, including suggestions for optimizing hospital operations, enhancing patient care, and leveraging success stories for public relations initiatives.

W O R K   E X P E R I E N C E

MATHEMATICS EDUCATOR | ADJUNCT PROFESSOR

Rochester Community Schools   *2010 – Present*
Rochester Christian University   *2012, 2017*

- Engineered Excel spreadsheets to track student performance metrics and exam scores, identifying a 5% increase in overall student performance.
- Analyzed qualitative and quantitative student scores, reported actionable and valuable insight to administration, and upgraded the quality of 200+ instructional materials for cross-functional teams and faculty.
- Enhanced learning by defining and articulating learning outcomes, course goals, and test scores and analyzing performance metrics and measurements of over 1,400+ students.
- Conducted a comprehensive analysis of 500+ student feedback surveys, scores, and assignments, resulting in significant curriculum adjustments that resulted in an increase in student satisfaction ratings.
- Analyzed survey results from 1000+ participants to determine core competencies, standards and objectives, and theories that needed remediation to better inform future lesson and course needs.
- Documented upfront and ongoing needs assessments for over 80+ targeted learners, including gap analysis, research, and evaluation to ensure 5+ courses matched with curricula and identify opportunities for improvement.

OFFICE ASSISTANT

ABM Building Solutions   *2003 – 2010*

- Maintained strict confidentiality for all clients, managing sensitive data for over 500 clients, ensuring full compliance with data protection laws, and implementing robust data management systems, resulting in a 100% record of data security.
- Managed exceptional communication with brand continuity via email, phone calls, surveys, and in-person interactions with over 25+ clients weekly, with 94% of clients giving a positive review of the support.
- Improved file accessibility and created, edited, and maintained over 1,000 critical business reports, presentations, and documents annually, enhancing operational efficiency and streamlining the document management system.

E D U C A T I O N

Master of Science in Industrial Applied Mathematics | *Oakland University*

Bachelor of Science in Secondary Mathematics Education | *Rochester Christian University*