

Nicole Rouleau

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SKILLS

- **Data Analysis & Programming:** SQL, Python, R, Excel (Pivot Tables, Dashboards), STATA, MATLAB, Jupyter Notebook
- **Data Visualization:** Tableau, Power BI, ggplot2, matplotlib, Pandas
- **Business Systems & Automation:** Smartsheet, WebTMA, DocuSign, Google Forms, API Integrations
- **Tools & Platforms:** Microsoft Office Suite, Google Workspace, Git, CRM Systems, Kamiak HPC
- **Statistical & Analytical Methods:** A/B Testing, Regression Analysis, Forecasting, Data Warehousing

PROJECTS

Japan Influenza Surveillance Analysis (2025)

Python, Jupyter Notebook, Excel

- Built a reproducible analysis pipeline in Python for weekly influenza surveillance data, incorporating: data cleaning, temporal alignment, and growth-rate metrics to support retrospective public-health analysis.

Promotional Pricing & Revenue Analysis (2024)

R, Excel, RMarkdown, GitHub

- Analyzed a multi-table grocery sales dataset in R, performing data cleaning, feature engineering, and SQL-style joins to unify sales, customer, and product information.
- Built an XGBoost forecasting model and performed customer segmentation, visualizing key insights and deploying results via RMarkdown and GitHub Pages.

U.S. Policy & Consumer Behavior in Electric Vehicles (2022)

Stata, LaTeX, Tableau

- Master's thesis analyzing the relationship between policy and the market growth of battery electric vehicles in the United States from 2018-2020.
- In this process, I utilized data mining, data cleaning, Tableau, and STATA extensively for regression analysis and data visualization.

EXPERIENCE

Business Systems Analyst

San José State University – Facilities development & Operations (FD&O) | July 2025 - Present

- Manage enterprise data systems (WebTMA, MetaBIM), managing users and data quality, creating reports, and dashboards across the department.
- Built automated Smartsheet workflows for EH&S permit process, enabling digital intake, logic-based approvals, and automated DocuSign/PDF outputs.
- Designed standardized forms, dashboards, and workflow templates, which improved data consistency, visibility, and operational efficiency.
- Created executive-facing dashboards and reports and led a MetaBIM–WebTMA API integration to improve asset data connectivity.

Manager

Marine Layer | June 2022 - December 2024

- Improved operational efficiency by 30% and exceeded sales forecasts by 15% through KPI analysis and Excel-based reporting.
- Translated sales and operational data into insights to inform staffing, inventory, and merchandising decisions.
- Led cross-functional initiatives and maintained reporting accuracy in a fast-paced environment.

EDUCATION

Master of Science in Applied Economics

Washington State University; Pullman, WA

Bachelor of Science in Economics, Minor in Applied Mathematics & Dance

Loyola Marymount University; Los Angeles, CA