

Paul Trood

Data Analyst

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SUMMARY

Data-driven analyst and administrative professional with expertise in database management, process optimization, and reporting. Strong foundation in data analytics, inventory control, and business operations, developed through military, retail, and law enforcement experience. Adept at troubleshooting systems, streamlining workflows, and leveraging data-driven insights to improve efficiency.

EXPERIENCE

Content Creator & Digital Product Seller, Self-Employed, Greenville (Remote) Jun 2024 - Present

- Generated \$4,500+ in revenue and 50+ digital product sales through self created, marketed, and distributed content.
- Utilized SEO strategies to optimize headlines, subtitles, and article content to drive organic traffic and maximize conversions.
- Analyzed business trends to identify profitable content angles, audience engagement patterns, and market demands.

Community Services Clerk, Greenville Police Department, Greenville Aug 2024 - Present

- Extract, convert, and organize digital evidence, using Windows File Explorer, ZIP extraction tools, and cloud-based law enforcement databases.
- Identify and correct errors in the Incident-Based Reporting (NIBRS) system, ensuring federal crime data compliance and preventing statistical discrepancies.
- Troubleshoot police records software, retrieving and distributing reports for officers, attorneys, and public requests.

Team Leader | Inventory & Operations Management, Publix Supermarkets, Greenville Jul 2017 - Oct 2024

- Tracked perishable inventory & placed replenishment orders, reducing waste and improving profitability.
- Analyzed sales trends to forecast demand, ensuring essential products were consistently available.
- Manually calculated Profit & Loss statements, reinforcing financial literacy and decision-making.

Signal Analyst / Electronic Warfare Supervisor (E-5), U.S. Navy, USS NITZE (DDG-94), Norfolk May 2013 - May 2017

- Analyzed thousands of radar data points per mission, identifying potential threats and reporting intelligence in real-time.
- Managed the Joint Tactical Terminal (JTT-M), ensuring live intelligence feeds were operational and updated.
- Configured and troubleshoot mission-critical systems, following complex technical manuals to restore connectivity.

EDUCATION & CERTIFICATIONS

California Culinary Academy, San Francisco - Associate, Culinary Arts & Business Management Jun 2010 Dec 2011

EDUCATION & CERTIFICATIONS

Google Data Analytics Professional Certificate, Google Sep 2022

PROJECTS

Live Streaming Game Analysis, [Link](#)

- Analyzed Twitch streaming data to identify top-performing games based on viewer count, duration, and stream frequency.

Whiskey Product Dashboard, [Link](#)

- Scraped over 8,000 liquor product listings from The Whiskey Exchange and built an interactive Tableau dashboard for product comparison by price, region, and ABV.

Best Markets for Advertising: Coding Survey Analysis, [Link](#)

- Analyzed over 20,000 global survey responses from FreeCodeCamp (2016, 2017) and Stack Overflow (2018) to identify high-opportunity markets for e-learning course advertising.

SKILLS

Data Analysis	: PostgreSQL, Tableau, PowerBI, Python 3, Pandas, Excel, Data Cleaning, Documentation
Web Development	: Node.js, HTML5, CSS, JavaScript, React.js, Git (Version Control System)
Content Creation	: Copywriting & Editing, Content Monetization, SEO, Report Writing, Data Storytelling
Business Administration	: KPI Management, Profit & Loss Management, Statistical Concepts, Process Efficiency
Soft Skills	: Analytical Thinking, Problem Solving, Customer Service, Communication Skills, Team Spirit