

# TREVOR RASCH

## Skills

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- SQL
- Python (Pandas, NumPy, SciPy, Matplotlib)
- Tableau
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Microsoft Azure (Azure Data Lake, Azure Data Warehouse)

## Projects

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### DATA CLEANING – Personal Project

January 2026

Implemented **advanced window functions** to identify duplicates ensuring accurate sales records

Resolved multiple data integrity issues including **cross column data shifts**, inconsistent date formats, **REGEXP** for special character removal

Optimized table by defining the correct data types enabling precision for financial calculations

### RETENTION/MARKETING ANALYSIS DASHBOARD – Personal Project

December 2025

Performed an analysis on around 100k records using **MYSQL** and **Tableau** to identify a high churn rate, with a proposed subscription model

Discovered a value inflection point that showed 3<sup>rd</sup> time buyers are over 300% more valuable monetarily than our one-time buyer customers.

Developed an **interactive “what-if” model that demonstrates** a 30% customer conversion rate would create revenue that surpass the current revenue.

Identified that the main problem with the business model was not obtaining customers, but retaining them.

Utilized **joins** to perform **SQL** queries on 3 tables.

### END TO END MARKETING ANALYSIS – Educational Project

September 2025

Utilized **seaborn** and **matplotlib** to provide visualizations that nontechnical stakeholders can understand

Utilized **pandas** to find that the age group 30-70 spends the most, but is more resistant to current campaigns. Conversely the 21-30 and 70+ age groups spend less but engage more with campaigns

Based on the insight above, the action we should take is spend 70% of our marketing budget catered towards the 30-70 age group, so that we can retain more high spenders and obtain more of them. Spending 30% of our budget towards the 21-30 and 70+ age groups will allow us to interact with our highly active age group to obtain more highly active customers.

### A/B TEST ON MOBILE GAME – Personal Project

December 2025

Utilized **numpy** and **statsmodels.stats.api** to prove that retention rates after 7 days had a statistically significant drop after moving the gate to level 40.

Moving the gate to level 40 causes player burnout and keeping it at level 30 is a necessary break for players.

## Work Experience

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### AMAZON DRIVER – Amazon – Lansing, MI

October 2025 - Current

Managed daily routes of over 200 stops with 100% delivery rate, and coordinated to help others finish their routes on time

Received over 100 compliments from customers in just the first 3 months driving for Amazon.

### WAREHOUSE ASSOCIATE – Amazon – Caledonia, MI

July 2022 - August 2025

## Education

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### JOB READY ANALYST CERTIFICATE – ANALYST BUILDER

September 2025