

TREVOR RASCH

Skills

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

Projects

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 3rd 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.

FLEET PERFORMANCE & BONUS OPTIMIZATION DASHBOARD – Management Project

January 2026

Designed and developed a Version 1.0 "Command Center" dashboard to visualize the "Big Three" logistics metrics: FICO (Safety), DCR (Delivery), and CDF (Customer Feedback)

Engineered a "**Red List**" automation logic that dynamically filters and identifies underperforming drivers, reducing manager audit time by surfacing immediate coaching needs.

Created a **Bonus Tier Tracker** using calculated fields to provide real-time visibility into "Fantastic Plus" eligibility, directly linking daily performance to company profitability.

Built interactive trend lines to monitor fleet health over time, enabling a "before and after" view of coaching effectiveness.

Work Experience

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

JOB READY ANALYST CERTIFICATE – ANALYST BUILDER

September 2025