

REID CASE

Glendale, CA

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SUMMARY

Strategic and analytical Business Insights Manager with 13+ years experience in turning complex data into actionable insights that drive business performance and strategic decision-making. Skilled in data visualization, advanced analytics, and stakeholder communication.

EXPERIENCE

Business Insights Manager

SkyOne Federal Credit Union, Hawthorne, CA

August 2021 – Present

- Expanded and matured the data governance program by working with leaders throughout the organization leading to an improvement in data quality and enabling \$50M in capital markets exchanges.
- Conducted regression analyses by leveraging Python and Excel, leading to data driven strategy adjustments that contributed to a 21% increase in funds on deposit.
- Developed a machine learning model using Python in conjunction with AWS services like SageMaker, S3, and Athena, improving credit risk management and contributing to a 12% reduction in default loan volume.
- Led STEM Advantage interns using Agile scrum to successfully complete projects based using Power BI and SQL.
- Created 1, 3, and 5-year roadmaps for analytics through SWOT and Maturity Model analyses that are contributing to improved data management and quality across the organization.
- Applied clustering and logistic regression to member data with Python and SciKit Learn that improved product development and campaign response rates by 10%.
- Produced and maintained a collection of Power BI dashboards to inform and support decision making processes and communicate performance against KPIs.
- Collaborated with IT to integrate Power BI On-Prem Gateway with the data warehouse, replacing flat-file dashboards to reduce data latency and increase user adoption.

Core Systems Programmer Analyst

SkyOne Federal Credit Union, Hawthorne, CA

April 2018 – August 2021

- Bridged gaps in data availability by implementing a Microsoft SQL Server based data warehouse solution, improving financial reporting.
- Engineered dashboards using JavaScript and Plotly to track progress toward \$1B in assets and 60,000 members.
- Developed MVP for a custom CRM using JavaScript, Bootstrap, SQL Server, and PowerOn; now the organization's primary tool for service and sales management.

IT Support Programmer

RiverLand Federal Credit Union, New Orleans, LA

March 2012 – July 2017

- Upgraded data and reporting infrastructure to SQL Server and SSRS, enabling \$43M in asset growth through improved reporting.
- Built a member risk profiling system with SQL/Python and deployed rules via Jack Henry PowerOn, reducing remote deposit risk.
- Integrated PDF forms with the core system using JavaScript and PowerOn, eliminating paper and speeding compliance.

CORE COMPETENCIES

Data Visualization, Statistical Modeling, KPI Development & Performance Tracking, Attention to Detail, Communication Skills

TECHNICAL SKILLS

Languages: Python, SQL, JavaScript

Databases: Microsoft SQL Server, MongoDB, AWS Athena

Tools: Power BI, Git, Docker, Visual Studio Code, Anaconda, Jupyter Notebooks, Asana

Operating Systems: Windows, Ubuntu, MacOS

Libraries/Frameworks: scikit-learn, Matplotlib, Plotly, boto3, Flask, SQLAlchemy, pytest, Hadoop, React

Cloud: AWS Glue, SageMaker, S3

Other: Agile, Project Management, Business Analysis, Regression, Machine Learning

EDUCATION

Master of Science in Computer Science

DePaul University, Chicago, IL

2020

Bachelor of Science in Applied Computing, Minor in Small Business Development

Tulane University, New Orleans, LA

LINKS

<https://linkedin.com/in/reidtcase>

<https://github.com/reidtc82>