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Summary

Visionary Data and Business Intelligence Technology Leader with over 15 years of experience driving business transformation through innovative data strategies and comprehensive solutions. Proven track record of implementing cutting-edge technologies, including data fabric, data mesh, and cloud-based analytics platforms, significantly improved operational efficiency and data-driven decision-making. Demonstrated success in reducing costs, improving data quality, and accelerating time-to-insight across various industries, including retail, finance, and healthcare. Committed to staying at the forefront of emerging technologies and industry best practices to deliver transformative results.

Skills

**Data Management and Analytics**

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| * Data Fabric and Data Mesh Architecture | * Advanced Analytics and Machine Learning |
| * Data Governance and Quality Management | * Statistical Analysis and Predictive Modeling |
| * Big Data Technologies | * Data Visualization (Tableau, Power BI) |
| * Cloud-based Data Solutions (AWS, Azure, Google Cloud) |  |

**Technical Proficiencies**

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| * Programming: Python, SQL, T-SQL | * Databases: SQL Server, BigQuery, Open Source RDBMS |
| * ETL and Data Integration: Azure Data Factory | * Data Processing: Jira, TagPipes |
| * Cloud Platforms: AWS (Amazon S3), Azure, Google Cloud | * Business Intelligence Tools: IBM Cognos, Power BI, Tableau |
| * Other Analytics Tools: Google Analytics, Excel |  |

**Enterprise Systems**

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| * ERP: Microsoft Dynamics GP | * CRM: Salesforce |
| * HR Systems: ADP Workforce Now, Schoox LMS, TalentReef | * Specialized Tools: OlO Reconciliation System, Lighthouse System, DataBridge |

**Infrastructure and Security**

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| * Virtualization: VMware | * Backup Solutions: Red Gate Backup |
| * Network Monitoring: SolarWinds N-Central |  |

**Emerging Technologies**

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| * AI and Natural Language Processing: ChatGPT, Perplexity AI | * CDP Vendors |

**Leadership and Strategy**

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| * Strategic Planning and Execution | * Team Leadership and Mentoring |
| * Stakeholder Management | * Project Management (Agile methodologies) |
| * Digital Transformation Initiatives | * Change Management |

**Business Acumen**

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| * Financial Analysis and Reporting | * Sales and Operations Planning |
| * Market Analysis | * Customer 360 Strategies |
| * Sustainable Business Models | * Crisis Management |

**Industry Knowledge**

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| * Retail Analytics | * Financial Services |
| * Healthcare Data Management | * IoT and Smart City Solutions |
| * Manufacturing and Supply Chain Analytics |  |

Experience

CEO, Data Evangelist, Lead Business Intelligence Strategist

**Black Nisus LLC, Atlanta, GA**

*May 2020 – Present*

* Drive data strategy transformation to enhance analytics processes, infrastructure, and insights generation.
* Collaborate with Agile teams to develop tailored full-stack solutions using cutting-edge technologies.
* Design and implement cloud-based solutions on AWS, Azure, and Google Cloud for robust and scalable data processing workflows.
* Conduct performance tuning and enhancement of SQL Server databases, achieving up to 50% improvement in query performance.
* Lead data transformation initiatives, integrating advanced analytics and machine learning for strategic decision-making.
* Develop comprehensive business intelligence strategies, including dashboard creation and operational reporting.
* Implement data governance frameworks to ensure data quality, integrity, and compliance with industry standards.
* Facilitate cross-functional collaboration to align data initiatives with business objectives and operational needs.
* Mentor and develop team members, fostering a culture of continuous improvement and innovation.
* Build strong relationships with customers through attentive listening skills and excellent problem-solving abilities.
* Develop and implement strategies to increase market share and profitability in highly competitive industries.
* Manage executive-level relationships with key stakeholders to ensure alignment on strategic objectives.
* Conduct extensive research on new trends in Business Intelligence technology, such as Artificial Intelligence and Machine Learning.

Director of Business Intelligence

**The Walking Company, Westlake Village, CA**

*August 2016 – May 2019*

* Developed and optimized data management systems using SQL Server and other RDBMS platforms to enhance reporting accuracy and efficiency.
* Collaborated with cross-functional teams in Agile environments to implement data solutions that aligned with business objectives.
* Integrated advanced technologies, including machine learning and cloud solutions, to improve data handling and analytics capabilities.
* Mentored junior engineers, fostering a culture of knowledge sharing and continuous improvement in data practices.
* Managed a team of Data Analysts to ensure timely delivery of projects.
* Developed best practices for maintaining security standards when dealing with sensitive information.
* Gathered requirements from key stakeholders and translated them into technical specifications for BI solutions.
* Established relationships with external vendors to acquire additional datasets which enabled deeper insights into customer preferences.
* Optimized existing processes by utilizing statistical techniques such as regression analysis and clustering algorithms.
* Prepared detailed documentation about all aspects of the BI architecture to simplify maintenance operations.

Director of Business Intelligence

**Benchmark Brands Inc., Atlanta, GA**

*May 2015 – August 2016*

* Designed and implemented secure, scalable data warehousing solutions, enhancing data accessibility and reliability.
* Translated complex technical concepts for non-technical stakeholders to support informed decision-making.
* Promoted the adoption of advanced data modeling and analytics tools, driving business performance improvements.
* Developed complex SQL queries and data models to support comprehensive reporting and analytics.
* Developed and implemented a comprehensive Business Intelligence strategy to improve data-driven decision-making.
* Led the design, development, and deployment of advanced analytics solutions in support of business objectives.

Senior Manager of Business Intelligence

**Benchmark Brands Inc., Atlanta, GA**

*April 2012 – May 2015*

* Implemented a data-driven culture, increasing data utilization by 25% and improving decision-making across all business units.
* Developed a comprehensive data governance framework, achieving a 95% data accuracy rate and ensuring compliance with data privacy regulations.
* Designed and executed advanced analytics and predictive modeling techniques, improving forecasting accuracy by 15% and supporting strategic planning initiatives.
* Enhanced self-service analytics adoption by 25% through BI training programs, improving data literacy and empowering business users.
* Streamlined BI development processes, reducing project delivery time by 20% and improving responsiveness to business needs.

Education

Master of Business Administration (M.B.A.) in Information System Management

Keller Graduate School of Management

Bachelor of Science (B.B.A.) in Business Administration

Georgia State University

Certifications & Development

**Completed Certifications**

* Certificate of Completion in Data Science – Flatiron School
* Microsoft Certified Technology Specialist in SQL Server Business Intelligence
* Microsoft Certified Professional

**Certifications in Progress**

* AWS Certified Solutions Architect - Associate (*Target Completion: February 2025*)
* Certified Scrum Master (*Target Completion: March 2025*)
* Microsoft Certified: Azure Data Engineer Associate (*Target Completion: March 2025)*

**Planned Certifications**

* Google Professional Data Engineer (Target Completion: April 2025)
* Databricks Certified Data Engineer Associate (Target Completion: June 2025)
* AWS Certified Machine Learning – Specialty (Target Completion: July 2025)

Key Achievements

**Data Fabric**  
Spearheaded the implementation of a comprehensive data fabric solution for a Fortune 500 company, resulting in a **40%** improvement in data accessibility and a **25%** reduction in data management costs.

**Data Mesh**

Designed and executed data mesh architecture for a global financial services firm, enabling real-time data sharing across 20+ business units and improving decision-making speed by **60%.**

**Cloud Data Lake**

Led the development of a cloud-based data lake for a major retailer, consolidating data from 50+ sources and enabling advanced analytics that drove a **15%** increase in customer retention.

**Predictive Maintenance**

Implemented a machine learning-driven predictive maintenance system for a manufacturing client, reducing equipment downtime by **30%** and saving $5 million annually in maintenance costs.

**Fraud Detection**

Developed a real-time fraud detection system for a fintech startup, leveraging advanced analytics and machine learning to reduce fraudulent transactions by **75%** within the first six months of deployment.

**Customer 360**

Led a cross-functional team in creating a customer 360 platform for a telecommunications company, integrating data from 10+ systems to provide a unified view of 50 million customers, resulting in a **20%** increase in upsell opportunities.

**Data Governance**

Designed and implemented a data governance framework for a healthcare provider, ensuring HIPAA compliance and improving data quality scores by **40%** across critical datasets.

**IoT Analytics**

Architected a scalable IoT data processing platform for a smart city initiative, handling data from 100,000+ sensors and enabling real-time analytics for traffic management, reducing average commute times by **15%.**

**NLP Solution**

Developed a natural language processing solution for a global media company, automating content tagging and recommendation engines, leading to a **35%** increase in user engagement and content consumption.

**Cloud Migration**

Led the migration of a legacy data warehouse to a modern cloud-based analytics platform for a financial services client, reducing query times by **90%** and enabling self-service analytics for 5,000+ users.

Projects

**GAF Materials Corp.**

Project: Data Reporting and Validation Enhancements, 2023 - Present

Goal:

Streamline data reporting and validation processes by transitioning to advanced analytics platforms, ensuring data integrity and consistency across multiple systems.

Responsibilities:

* Managed the transition of Universal Analytics (UA) reports to a new reporting structure, grouping them by priority and exporting data using specified configurations.
* Conducted thorough user acceptance testing (UAT) for GA4 Product Detail and Listing Pages, ensuring data consistency between reports and actual user interactions.
* Developed custom reports in BigQuery, validating data accuracy to meet organizational reporting needs.
* Validated data consistency between Google BigQuery, Google Analytics, and Amazon S3, identifying and resolving discrepancies to maintain high data integrity.

Results:

* Successfully transitioned all UA reports with a maintained data integrity rate of **95%**.
* Achieved a validation success rate of **95%** for GA4 reports, enhancing user satisfaction and report reliability.
* Created multiple custom reports with a validation success rate of **98%**, improving decision-making capabilities.
* Ensured a data consistency percentage of **98%** between systems, significantly reducing errors and enhancing data reliability.

Nando's

Project: Web and Mobile Analytics Enhancement, 2023 - Present

Goal**:**

Enhance the understanding of user behavior across web and mobile platforms, improving engagement and optimizing marketing strategies.

Responsibilities:

* Analyzed the effectiveness of sessions associated with the 'oat / qr\_code' source and medium using BigQuery and TagPipes.
* Identified and tracked new user sessions, extracting distinct session IDs to analyze engagement metrics and improve user acquisition strategies.
* Monitored returning user sessions, assessing retention strategies by retrieving session IDs for users who visited within the last 90 days.
* Evaluated mobile app user sessions in the U.S. and Canada, providing insights into mobile user behavior and engagement.
* Conducted comprehensive analysis of web user sessions in the U.S. and Canada to understand traffic patterns and user engagement.

Results:

* Achieved a conversion rate of **5%** from 'oat / qr\_code' traffic sessions, enhancing marketing effectiveness.
* Provided insights into new user acquisition strategies, leading to improved engagement metrics for new users.
* Identified that returning users accounted for **40%** of total sessions, offering insights into user loyalty and engagement.
* Recorded a **25%** increase in app user sessions compared to the previous period, highlighting trends in mobile user behavior.
* Delivered valuable insights into U.S. and Canadian web traffic patterns, supporting strategic decision-making.

Rawsoft Inc.

Project: Cloud Migration and Data Integration, 2023 – Present

Goal:

Streamline Rawsoft’s data operations by migrating legacy systems to a cloud-based infrastructure, enhancing data integration and accessibility.

Responsibilities:

* Led the migration of legacy systems to AWS, ensuring minimal downtime and seamless integration with existing data workflows.
* Developed automated data pipelines using Python and SQL to enhance data processing efficiency.
* Collaborated with cross-functional teams to align data strategies with business objectives and improve stakeholder engagement.
* Implemented robust data governance frameworks to ensure data quality, security, and compliance.

Results:

* Reduced operational costs by **25%** through optimized cloud resource utilization.
* Improved data processing speed by **35%**, enabling faster decision-making.
* Enhanced data accessibility and collaboration across departments, leading to a **20%** increase in project efficiency.
* Achieved a **30%** reduction in data errors through improved governance practices.

Mitchell Gold + Bob Williams

Project: Data Optimization and Reporting Enhancements, 2021 – 2023

Goal:

Improve inventory management, sales reporting, and customer data integration to enhance operational efficiency and strategic decision-making.

Responsibilities:

* Developed Power BI reports to monitor weekly sales, overstocks, and inventory data for each SKU, supporting inventory management and sales strategies.
* Built automated reports for analyzing growth drivers and profitability across fiscal periods, enhancing leadership insights.
* Assisted in creating a unified Customer Data Platform (CDP) by evaluating vendors for integration and master data management capabilities.
* Conducted KPI analysis and platform assessments to align data processes with business goals.

Results:

* Reduced overstocks by **15%** and lowered inventory holding costs by $50k annually.
* Increased sales reaction time by **20%**, leading to more agile business responses.
* Improved forecasting accuracy by **20%**, reducing inventory write-offs by $100k annually.
* Enhanced marketing efficiency by **12%** through better customer segmentation, resulting in a **7%** uplift in customer lifetime value (LTV).
* Identified **25%** of reporting gaps, improving alignment of data strategies with business goals and reducing reporting delays by **15%**.

Krystal Restaurants

Project: Data Analytics Initiative, 2021

Goal:

Enhance Krystal Restaurants' data infrastructure and analytics capabilities, improving operational efficiency and strategic decision-making.

Responsibilities:

* Led the design and implementation of a new data architecture to streamline data processing and reporting.
* Collaborated with cross-functional teams to identify key business needs and tailor data solutions accordingly.
* Developed advanced data models to support accurate sales forecasting and inventory management.
* Implemented machine learning algorithms to enhance predictive analytics capabilities.
* Ensured data integrity and compliance with industry standards through robust data governance practices.

Results

* Increased data processing speed by **40%**, optimizing business operations and reducing reporting time.
* Improved data accuracy by **25%**, ensuring more reliable insights and strategic decision-making.
* Reduced data redundancy by **30%**, streamlining data management and storage costs.
* Enhanced user engagement by **20%** through the development of intuitive dashboards and visualizations.
* Achieved a **15%** increase in sales forecasting accuracy, supporting better inventory management and resource allocation.