

Thomas John Jaeger

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EDUCATION

The University of Iowa | Iowa City, Iowa

Anticipated May 2025

B.B.A. Business Analytics and Information Systems- STEM Designated

- Major GPA: 3.56

CLASS PROJECT EXPERIENCE

Tippie College of Business | The University of Iowa | Iowa City, IA

Casey's Corporate Advertising Partnership (In Progress)

Spring 2025

- Designed and implemented an Oracle Cloud relational database with APEX to manage 2M+ rows of Casey's DarnGoodCoffee sales and customer data
- Conducted SQL queries and statistical analysis to measure promotion effectiveness, identifying trends in customer retention, consumer spending habits and promotion success
- Developed interactive KPIs to present revenue impact, regional market differences, and ROI dashboards of advertising campaigns, recommending actionable decisions for senior analysts

Machine Learning Foundation for ISP Churn Prediction

Spring 2025

- Conducted predictive modeling on ISP churn data using PySpark in Databricks, applying logistic regression, random forest, and linear regression to identify churn likelihood + key behavior drivers
- Compared model performance metrics using AUC, accuracy, RSME to evaluate predictive power and guide marketing and operational strategy recommendations

ETL Data Pipeline for Parking Activity Insights

Spring 2025

- Built a cloud-based ETL pipeline in Azure Data Factory to clean and load 100MB+ credit card transaction data into Azure SQL, resolving anomalies and nulls for reporting
- Built interactive PowerBI dashboards to visualize peak parking usage patterns by lot, hour and week, providing data-driven insights for facility management and operational planning

WORK EXPERIENCE

Advertising Analyst

June 2024 – August 2024

Surplus Record LLC | Chicago, IL

- Created Excel functions and utilized AI tools for thousands of advertisement listings from client feeds, ensuring accurate SEO terms to amplify online foot traffic
- Operated Linux-CMP; mass cleaned/updated database information including manufacturers, references, business rules, listing SEO terms, and missing information to ensure website simplicity
- Conducted data validation/integrity checks to ensure consistency and reliability of SR's database

Kitchen Management

August 2022–Present

Pop's old 'n New BBQ | Iowa City, IA

- Directed and Managed 10+ chef employees, outlined and executed store and kitchen objectives
- Proficient in meeting deadlines with store oversight under a time constrained environment

TECHNICAL SKILLS

Tools | *Excel, Python, SQL, R, HTML, PySpark PowerPoint, Oracle, RStudio, HADOOP, Shell, PowerBI, Tableau, Linux, CMP, Azure, Databricks, Google Analytics Certification*

Methodology | *SQL Querying, Web App, T-tests, Chi Square tests, Predictive Modeling (Regression, Boosting, etc.), SEO's, Solver/Optimization, Simulation, Machine Learning, KPIs, Dashboarding, Reporting*

Other Skills | *Agile, Scrum, CRISP-DM, Interpersonal Communication, Technology, Management*