

After 14+ years in strategic research and reporting analytics, I have become fluent in transforming fragmented data into scalable, intuitive reporting systems. My background spans segmentation modeling, experimental design, and executive-facing insights—now evolved into ERP optimization and modular dashboarding through my portfolio development. I'm fluent in Power BI (DAX, Power Query), SQL, Python, and Excel, and I apply these tools to unify data streams across varied sources, validate system integrity, and build annotated frameworks that preserve lineage and drive action. Since leaving market research, I have founded FourTwenty Analytics, an incubated reusable analytics structure, that is a system that mirrors enterprise needs while honoring creative sovereignty. My workflow is teardown-driven, documentation-rich, and designed for cross-functional fluency—whether integrating ERP platforms like CloudSuite or prototyping semantic scaffolds for future analysis.

Skills

- Power BI (DAX, Power Query, parameter triggers, bookmark actions)
- Python (Pandas, Matplotlib, feedback loop modeling, closure simulation)
- Advanced Excel (Power Query, VLOOKUP, INDEX/MATCH, VBA macros)
- Unix Command-Line Utilities (file handling, automation scripting)
- Stakeholder-ready dashboards with adaptive metric tuning
- Structured data collection, survey instrumentation, and response validation
- Translating business needs into technical reporting solutions
- Technical support and guidance for internal teams and external stakeholders
- Multi-source data integration and cleansing protocols
- Tableau (dashboard design, visual storytelling)
- SQL (workflow logic, validation queries, multi-source joins)
- SPSS (basic statistical analysis)
- Annotated workflow pipelines for reproducibility and lineage tracking
- Production metric monitoring: LOI, incidence, termination rates, dropout analysis
- Simulation modeling for strategic decision support• Internal documentation standards and audit-ready recordkeeping
- Presentation development in PowerPoint for executive and client audiences
- ERP optimization and dashboard maturity modeling
- Archive maintenance, source reconciliation, and discrepancy resolution• HTML Formatting (embedded reporting, client-side alignment)

Work History

Founder & Lead Systems Architect

FourTwenty Analytics LLC, Cincinnati, OH

November 2024 - Current

- Designed and deployed a modular analytics suite integrating Power BI, SQL, and Python pipelines to unify disparate data sources and automate reporting across evolving dashboard archetypes
- Curated a living portfolio of reporting assets, visualizations, and annotated scrolls to showcase technical fluency, system design, and adaptive storytelling
- Incubated a personal analytics sandbox to creatively enhance technical fluency while deepening a long-standing passion for data wrangling, manipulation, and modular system design

Senior Consultant

Burke Incorporated, Cincinnati, OH

January 2012 - March 2023

- Designed SQL queries and Python scripts to clean, format, and validate large data files for production use
- Created Excel-based tools for quoting, proofing, and formatting outputs aligned with client specifications
- Served as liaison between customer service, sales, and production teams to resolve data discrepancies
- Documented data processing procedures and maintained audit-ready records for internal and external review

Education

MBA in Business Administration August 2023
Xavier University, Cincinnati, OH

- Focus Areas: Marketing Strategy, Business Analytics, Data Visualization, Database Management

Certifications

Certified Business Analysis Professional (CBAP) – IIBA
(in progress - Sep 2025)

- Studying business analysis planning, stakeholder engagement, and solution evaluation
- Applying CBAP techniques in independent analytics projects (e.g., churn analysis, ROI modeling)

IBM Data Science Professional Certificate – Coursera
(in progress - Sep 2025)

- Completed modules in Python, SQL, data visualization, and machine learning
- Using IBM tools and frameworks to build predictive models and automate data workflows

Projects

FourTwenty Suite Projects (Portfolio Highlights)

These modular builds showcase my ability to transform raw data into structured, production-ready assets while maintaining symbolic integrity and operational rigor. Each module contributes to a mosaic of interconnected data streams designed for both individual and collective activation. This is a curated sampling from the past year, reflecting my ongoing pursuit of varied system integrations to deepen my fluency as a data analyst.

**<https://zbreedengithubio/FourTwentyAnalytics/> (mobile doesn't render well)

The Signal – Semantic Trigger Module

Architected a signal dashboard to initiate semantic cycles, propagate glossary tags, and synchronize logic across suite chambers. Built for internal monitoring but adaptable to real-world applications.

- Tools: Power BI (parameter triggers, bookmark actions), SQL (workflow initiation logic), GTM (event propagation)
- Designed initiation protocols to align dashboard logic with glossary scaffolds
- Enabled broadcast tagging for downstream module activation and lineage tracking

The Grower – Optimization & Maturity Model

Developed a growth module to monitor dashboard evolution, calibrate metrics, and adapt chamber states over time. Built to surface opportunities for iterative refinement.

- Tools: Power BI (dynamic measures, DAX calibration), Python (feedback loop modeling), GA4 (progress tracking)
- Implemented feedback loops and calibration echoes to guide module evolution
- Enabled adaptive metric tuning based on real-time performance and glossary shifts

The Evaluator – Simulation & Closure Engine

Built an assessment module to validate dashboard outputs, inform closure payloads, and support strategic decision-making. Designed as a simulation model for performance review.

- Tools: Power BI (scorecards, decision visuals), SQL (validation queries), Python (closure modeling)
- Integrated performance analytics and signal weighting to guide loop closure
- Enabled decision modeling through comparative metric analysis and ritual tagging