**Makaela Harvey**

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PROFILE

## Data analyst with 6 years of experience and a strong background in economics and statistics to Generate actionable insights to support ongoing digital transformation through customer-centric orientation. Extract meaning from business systems and data sources to provide operational insights and root cause analysis. Validate and analyze data, building visualization and synthesizing insights. I prepare ad-hoc and visualizations reports using Tableau, pivot charts/tables, and advanced excel for executives on the business's overall status and progress. I facilitate Micro Strategy BI use for research purposes and update information on all operational databases with team coordination

## EDUCATION

* **University Of North Texas Denton Texas (2016)**

Integrative Studies

**CERTIFICATIONS**

* Scrum master
* Tableau Desktop Certified Associate
* Power BI
* Oracle Autonomous Database Cloud Certified Specialist
* Microsoft Certified Professional
* Oracle Autonomous Database Cloud Certified Specialist

**SKILLS**

# MS-SQL Server 2008- 2016. Oracle 10g DBMS

* Python Frameworks like Django, Flaks, Web Frameworks, RESTful APIs, Circles, conditional and Control Statements
* Experienced in creating interactive, real-time Dashboards using drilling down and customizations (Tableau and PowerBI)

# SQL Server Integration Services, Data Analysis/Transformation Services, and SSRS

# MS Office Suite, MS Project/MS Visio, SharePoint, SIX SIGMA, SCRUM, SQL Visual Studio, SQL Management Studio, Oracle RDBMS, JIRA, SAP.

# Agile (scrum/Kanban) & waterfall methodologies, Use Case/User Stories, Requirement Gathering, Project Methodologies, Program/Project Planning, Quality Assurance/UAT, Data/Business Process Flows & regression testing.

# Great team player, fast learner, and self-starter. Motivated, Agile, efficient, and trainable.

# I have Experienced using DDL and DML activities on DB and Object levels.

# Experience with ETL tools (SSIS)

# DAX Formula in Power BI

## WORK EXPERIENCE

#### Abbott

**Business Intelligence Data Analyst**

**July 2021– Present**

* Built 50+ Tableau reports, dashboards and metrices helping to measure KPIs and help stakeholders take informed decisions.
* Gathered, extracted, manipulated, analyzed, and modeled data using analytical and statistical tools including, SSIS, Python, Tableau, and Power BI.
* Combined multiple data sources such as Microsoft SQL Server, Big Query, Presto, Impala, Hive and Microsoft Analysis Services using ETL tools like Tableau Prep and Alteryx to publish data to Tableau server and automate ETL processes to feed Tableau Dashboards.
* Created and maintained highly interactive Tableau Dashboards and Reports using Joins, Union, Relations, calculated fields, parameters, groups, sets, filters and hierarchies helping leadership and other business users
* Managed the process of exporting extensive data from relational databases and API using SQL and python and analyzed data for business intelligence initiatives and created Tableau reports.
* Involved in Full Life Cycle Development of Reporting Projects, which included requirements gathering/ analysis, design, development, testing and production rollover.
* Participated in the user requirement gathering and Design meetings and collaborated with end users, project stakeholders and support partners to identify needs, goals, and business models.
* Apply data science and modeling techniques to drive data-driven decision-making and solve complex business problems.
* Experience designing and developing business intelligence or data analytics applications using tools such as Tableau by integrating with Apache Spark.
* Developing processes and tools that monitor, analyze and continuously improve model performance and data accuracy.
* Experience in using scripting and programming with Python and SQL.
* Identify, retrieve, manipulate, relate and/or exploit multiple structured and unstructured data sets from various sources, including building or generating new data sets as appropriate.
* Identified best practices and recommend enhancements to communicate metrics through dashboards, and coordinate with the business team on additional data marts to support dashboard reporting, including coordination of data validation with business users.
* Designs complex reports to monitor and analyze system processes associated with daily data sets. Performed T-SQL Development with MS-SQL Server along with performance tuning experience related to reporting queries required. Knowledge of data warehouse techniques, methods, logging, and dimensional modeling. Analyzed business/data requirements, estimate, and perform data preparation.
* Gathered, extracted, manipulated, analyzed, and modeled data using analytical and statistical tools including, SSIS, Python, Tableau, and Power BI
* Designed service request dashboard using power bi to achieve a 60% reduction in SLA breach.
* Optimized Microsoft SQL queries, stored procedures, and functions to improve query latency and database performance by 30%.

#### American Airline (Fort Worth)

#### Data Reporting Analyst

**November 2018 – July 2021**

* Analyze available data, work with business users to gather specifications for data and report requirements, identify data sources to extract business information for reporting purposes, and identify and recommend best sources for building reports
* Identified best practices and recommend enhancements to communicate metrics through dashboards, and coordinate with the business team on additional data marts to support dashboard reporting, including coordination of data validation with business users.
* Designs complex reports to validate the synchronization of the application with other applications, including the customer information system, asset management system, and mobile workforce management system.
* Designed complex reports to monitor and analyze assets, events, communications, energy, service orders, customer information, and other related data.
* Designed complex reports validating market exceptions related to daily processes.
* Designs complex reports to monitor and analyze assets, events, communications, energy, service orders, customer information, and other related data.
* Analyzed requirements, developing technical design specifications, and developing applications utilizing the MS BI Stack. Experienced in engaging with end-users to discern their data consumption and reporting needs
* Generated complex Key Performance Indicators and created on-demand dynamic dashboards increasing reporting efficiency by 37%
* Supporting the production environment and ensuring that adequate testing has taken place before implementing new systems or changes to existing systems.
* Responsible for Customer/Product Insight Business Intelligence data engineering work (SQL), writing and designing queries in order to better extract and view data pertinent to regular insights reporting, ad hoc analysis work, and retroactive product insight generation
* Building of automated workflows in SQL and Python in order consolidated various data sources (Excel, local analyst notes files, Google Sheets, etc.) and deprecate manual data generation tasks
* Use of Jira for team sprints and projects.
* Conducting detailed risk assessments by analyzing documents, statistics, reports, and market trends.
* Designed, built, and deployed data, financial, and accounting BI solutions utilizing Excel, Power BI, and Tableau (e.g., reporting tools).
* Designing and developing various data models for domain specific US Customer/Product Insights Team relational database tables, allowing greater stakeholder access to Insights data, and better integrate the Insights organization with the data infrastructure
* Built predictive models that evolve customer strategies as it pertains to margin optimization, pricing, revenue growth, product mix, offer strategy

#### Best Buy Electronics

#### Data Analyst

**January 2016 – November 2018**

* Visualizing data and reports within Tableau, Google Data Studio, and Excel, providing analyst and stakeholders with investigative tools and easily readable and insightful data analysis reports
* Partnered with stakeholders to gather requirements, process improvements, and develop roadmaps in the project lifecycle, improving the functionality by 45%.
* Designed, built, and deployed data, financial, and accounting BI solutions utilizing Excel and Tableau.
* Perform day-to-day tasks with Office 365, MS Word/Excel/Access/SharePoint, Ms. SQL 2014,
* Data Analysis, and Data Entry, Ms. Viso, Statistical Analysis using SAS.
* Create, maintain, and support SSIS packages to move data in and out of the custom-built database.
* Identifies new sources of data and methods to improve data collection, analysis and reporting.
* Building of automated workflows in SQL and Python in order consolidated various data sources (Excel, local analyst notes files, Google Sheets, etc.) and deprecate manual data generation tasks)
* Successfully designed and programmed two new marketing campaigns, increasing response rates by 30%-40%.
* Performed user segmentation for MICHIGAN insurance reform to identify hot leads.
* Conducted company-wide Google Big Query/Python/SAS/SQL training class to empower non-data-savvy employees to independently answer their data questions.
* Developed Tableau visualizations and dashboards using Tableau Desktop.
* Developed Tableau workbooks from multiple data sources using Data Blending.
* Developed Tableau workbooks to perform year over year, quarter over quarter, YTD, QTD and MTD type of analysis.
* Assisted in the design of department/system processes for Model Risk Management that are efficient and comply with regulatory standards.
* Applied expert analytical knowledge to utilized advanced analytics to assess future risk and/or new risks, opportunities, and effectiveness.
* Use data to design, create, and implement reports and Tableau dashboards to identify and predict customer behavior and uncover areas of opportunity for business recommendations
* Planned and directed the rollout of Tableau, creating dashboards for use across the company and setting up reporting services by building data pipelines from multiple systems into Tableau