

MARK DANIELS

Data Analyst with a background in business intelligence and web development.

Currently known for adding the creative and interactive edge to dashboards and reports. Previously known for creatively innovating websites and web applications for small startup businesses.

EXPERIENCE

Analyst Mark Mar 2019 - Current

Data Analyst & Power BI Developer

Problem: The Financial Department needed an automated way to develop the monthly profit & loss report

- Developed a customized Profit & Loss Statement reporting tool using Power BI.
- This included budgets vs actuals and the metrics of a typical financial statement
- This resulted in early monthly financial insights and saved time

Problem: The company overspends on recruiting and training new staff. Management questions why the employee attrition is so high

- Developed an interactive dashboard that provided new insight into the key areas of concern
- The analysis revealed that the attrition rate was high mainly in the younger age groups
- This resulted in human resources taking actions designed to reduce costs in this area

Colaberry January 2018 - Mar 2019

Business Intelligence Developer (intern)

Problem: Peers to learn more about DAX, basic level, advanced and translate T-SQL into DAX

- Developed a Sales Dashboard using Power BI DAX formulas
- Created top customer and product charts by region, state, month
- Calculated and created a chart showing the highest previous month's profit
- Created charts depicting T-SQL question to DAX formula results

Problem: Dashboards to be shared with specific individuals

- Published dashboards and reports to Power BI Service
- Set roles, permissions, and data refresh schedules
- Provided support and debugging activities to new users

Problem: Loan applications to be stored in a single database for reporting purposes

- Performed an ETL process and extract data from multiple sources
- Loaded the data into a data warehouse (SSIS)
- Customized SSRS report layout
- Managed T-SQL queries, user-defined functions, stored procedures, and views
- Optimized the integrity of SSMS / T-SQL activities
- Performed performance tuning and query optimization

CONTACT

 [LinkedIn Profile](#)

 analystmark.com

 [Tableau Profile](#)

 [GitHub Profile](#)

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SKILLS

- SQL
- Python
- Tableau dashboards
- Data Modeling
- Data Transformation
- Data Visualizations
- MS Excel
- Business Requirements
- Hypothesis testing
- Linear Regression Analysis
- Source relevant data
- Data quality & integrity
- Data mining and wrangling
- DAX & M Language
- Interactive dashboards
- Power BI reports

EDUCATION

2020 - 2021

CareerFoundry

- Data Analytics, Hypothesis & Statistical Analysis, Data Wrangling, Storytelling, SQL, Python, Data Ethics, Advanced Analytics and Dashboard Design

2016 - 2017

AcadGild

- Business Analysis using Alteryx, Tableau, Statistics, Business Analytics with R, Data Analytics with Excel, R and Tableau Desktop,
- Big Data & Hadoop Development, Machine Learning with R, Java

2007 - 2022

Cerro Coso Community College

- Computer Information Systems Associates
- Web Professional Associates