

Bruce Wayne

Business Analytics ♦ Data Analysis & Forecasting ♦ Metrics & Dashboard Development ♦ Tableau, SQL, Alteryx, Advanced Excel

223.224.5678 | brucewayne@gmail.com | Gotham, NJ 07097 | [linkedin.com/in/brucewayne](https://www.linkedin.com/in/brucewayne)

Seasoned business analyst synthesizing big data from disparate sources into actionable business insights; incorporating latest analytical tools to streamline KPI monitoring. Drawing conclusions for managerial decisions using advanced computer science applications, statistical modeling, and data visualizations. Optimizing business processes by identifying system deviations through root cause analyses. Well-balanced academic credentials with a Business Analyst Nanodegree certification.

Data Visualization & Cleanup
Business Process Improvement
Strategic Planning & Implementation

Cross-Functional Collaboration
Technical Documentation
Customer Needs Analysis

MS Office Suite
SAP Business Objects
Business Intelligence

Education & Certifications

MA in Public Health, Gotham Medical College	2016
BA in Psychology, Alfred University	2011
Cloud Computing, Gotham Academy	2018
SAP Business Objects Web Intelligence, Gotham Academy	2018
Business Analyst Nanodegree Certification, Gotham University	2018

Projects:

- **Story Building:** Created dashboards and built stories using Tableau to visualize the change in movie genres over the years; assessed viewers' genre preferences and compared key attributes among films by Universal Pictures and Paramount Pictures.
- **Predictive Analytics:** Built a linear regression model using Alteryx to predict ROI from a catalog launch sent to 250 new customers.
- **Business Expansion:** Provided expansion-related recommendations to a grocery store by analyzing KPIs using Alteryx.
- **SQL:** Paired the aggregate function with JOINS in SQL to identify the most profitable products for a supplier.
- **Analyze Market Test:** Designed and analyzed an A/B test using Alteryx to advise a coffee shop on introducing a new menu; selected KPIs to evaluate the tests and assessed the correlation between controlled variables.
- **Business Analysis:** Sped up loan application processing to 500/week for retail banks by building a classification model using Alteryx; carried out data mining and leveraged the forest model tool to construct a set of decision tree models to predict target variables. Developed graphs to visualize data.



Professional Experience

Fellow, Wayne Enterprises	01/2016 – 07/2016
Educated employees on addressing issues pertaining to inclusion through literature. Helped develop strategies and policies for the underserved; assessed culture competence and demographic statistics to analyze trends.	
Intern/Assistant Project Manager, Gotham General	07/2015 – 08/2015
Updated the National Quality Center's manual; created flow diagrams to clarify policies and procedures. Created and integrated consultant materials regarding operational procedures, including data management and needs assessments for grantees.	
Research Assistant, Gotham University	06/2015 – 07/2015
Justified the importance of the development of a new science and technology building by managing research data to help create the final MBBI report with extensive qualitative analysis.	

Challenge: “Bruce” was a recent graduate and was seeking data/business analyst positions. As you can see from his previous resume on the fourth page, he had no projects listed to showcase his analytical capabilities. This was also hurting his keyword ranking. Moreover, his professional experience also didn’t convey his command over analytical tools.

Action: To showcase his industry-specific skills, I added his key projects to the resume. I also added a career summary to underscore his unique blend of soft and hard strengths. By doing so, I took attention away from his minimal experience. Moreover, a simple Word format also made his resume easier to read.

Result: Bruce received offer for an SAP Business Objects Developer role from a leading organization. He also reached out to us a year later to update his resume and help him target business intelligence roles. You can take a look at the updated resume on the third page. With this revised resume, he successfully landed a Business Intelligence Specialist role. His testimonial on my LinkedIn profile is shown below:


Business Intelligence
Specialist at 

May 29, 2019,  was a client of
Zunaira’s

As someone who's resume was getting tossed and receiving no replies, Zunaira helped me a great deal by patiently and professionally discussing every aspect of my career with me and writing a well-formatted, insightful resume that is now more marketable and receiving much more consideration from potential employers. I truly believe that I would not have had the interview opportunities I had if it weren't for her dedication and time!

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Data Visualization & Cleanup
Business Process Improvement
Strategic Planning & Implementation

Cross-Functional Collaboration
Technical Documentation
Customer Needs Analysis

MS Office Suite
SAP BusinessObjects, Teradata
Business Intelligence, Report Generation

Professional Experience

Jr. SAP BusinessObjects Developer, Salient CRGT

08/2018 – Present

Support end users with business analysis by generating SAP BusinessObjects reports encompassing KPIs at this leading provider of health, data analytics, cloud, agile software development, mobility, cyber security, and infrastructure solutions.

- Enable business users to track and compare periodic net sales as well as revenue performance across regions by modifying existing and creating new corporate reports; implement ad hoc query and report support to address ticket requests.
- Ensure accurate report generation by identifying and mitigating discrepancies through proactive analysis.
- Serve as an instructional designer to train 35+ ad hoc users on beginner- and intermediate-level SAP BusinessObjects functionalities, including report modification, generation, and development; built training manuals from scratch.

Fellow, Wayne Enterprises

01/2016 – 07/2016

Educated the institute's employees on addressing issues pertaining to diversity inclusion by creating communication material, including flyers and posters. Helped develop strategies and policies for those underserved; assessed culture competence and demographic statistics to analyze trends.

Education & Certification

CompTIA Security +

2018

Business Analyst Nanodegree Certification, Gotham University

2018

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2016

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Education

BUSINESS ANALYST NANODEGREE | MAY 2018 | GOTHAM UNIVERSITY

- Related coursework: Tableau, Alteryx, SQL, Excel

MASTER OF PUBLIC HEALTH | MAY 2016 | GOTHAM MEDICAL COLLEGE

BACHELOR OF ARTS (Psychology) | MAY 2011 | ALFRED UNIVERSITY

Skills

- Alteryx, Tableau, SQL, MS Excel, MS Word, MS PowerPoint, MS Access, MS Outlook, Cloud Computing, Data Cleanup, Data Visualization, SAP Business Objects Web Intelligence

Projects

- Analyzed a dataset of movies for a movie production company and built Tableau dashboards to tell a story with data to help better understand how variables in filmmaking influence moviemaking and painted a picture with client's dataset to allow for better filmmaking
- Built a linear regression model using Alteryx to help predict expected profits from a catalog launch sent to 250 new customers

Experience

FELLOW, WAYNE ENTERPRISES, JAN 2016 - JULY 2016

- Created communication elements for Westchester Department of Social Services and used Excel for data mining and visualization. Project goal was to help WIHD employees understand issues pertaining to diversity and inclusion within their organization to better serve residents of their county
- Increased knowledge and skills independently related to cultural and linguistic competency by completing multiple projects for institution's stakeholders using Excel to extract large datasets and analyze data

INTERN, GOTHAM GENERAL, JUNE 2015-JULY 2015

- Assisted in managing and researching data for staff to create the MBBi Final Report (report that was used to justify to stakeholders the importance of a new science and technology building) by creating and managing Excel spreadsheets and employing statistical concepts such as data mining, extraction and visualization