

Britney Lester | 321-278-8706 | britles89@gmail.com | Orlando, FL

MACHINE LEARNING DATA ANALYST | BI SPECIALIST

Results-driven certified data professional with expertise in advanced analytics, machine learning concepts, cloud platforms, and data storytelling. Skilled in transforming complex datasets into actionable insights that support strategic business objectives. Proficient in advanced SQL, Python, database management, and business intelligence tools. Adept and consistent in delivering impactful solutions, seeking to drive efficiency and enhance decision-making through data.

CERTIFICATIONS

Google Advanced Data Analytics | *Google*

Google Cloud Data Analytics | *Google*

Google Business Intelligence | *Google*

IBM Data Analyst | *IBM*

IBM Business Intelligence Analyst | *IBM*

Microsoft Power BI Data Analyst | *Microsoft*

Tableau Business Intelligence Analyst | *Tableau*

Alteryx Designer Advanced & Cloud Core | *Alteryx*

Programming with Python | *OpenEDG Python*

AWS Cloud Technology Consultant | *AWS*

AI for Organizational Leaders | *Microsoft*

Google AI Essentials | *Google*

TECHNICAL SKILLS & TOOLS

Data Analysis & Manipulation

Programming: Python (pandas, NumPy, Scikit-Learn)

Querying: SQL (joins, subqueries, window functions, aggregations, CTEs, indexes, data manipulation, stored procedures, performance tuning)

Tools: Excel, Alteryx, Talend, Jupyter Notebooks

Database Management

Relational: MySQL, PostgreSQL, SQL Server

Data Visualization

Libraries: Matplotlib, Seaborn, Plotly

BI Tools: Power BI, Tableau

Cloud Platforms & Services

AWS: Redshift, SageMaker, AWS QuickSight

GCP: BigQuery, AI Platform, Google Data Studio

Azure: SQL Database, Machine Learning Studio

Multi-Platform: Snowflake

Web Scraping

Framework: Scrapy

Tools: Selenium, ParseHub, DataMiner

Project Management & Collaboration

Tools: Git, Jira, Asana, Microsoft 365

FUNCTIONAL SKILLS

Include: Statistical Analysis, Predictive Analytics, Data Wrangling, Automated Reporting, Supervised and Unsupervised Learning, Model Evaluation and Tuning, Feature Engineering, Database Management, ETL Processes, Web Scraping, Visualizations, Data Storytelling, Presentations, Stakeholder Management, Business Acumen, Problem-Solving, Data Privacy, Collaboration, Change Management, Communication, Process Improvement

ANALYTICS & BI PORTFOLIO

<https://www.BritneyTacklesAI.com/Portfolio> (*Clickable Link*) | *WordPress, 2024*

Includes: Examples of advanced SQL, predictive analytics, real time dashboards, and cloud integrations, such as:

- Market Clusters: Unveiling Customer Segments with K-means and Power BI
- Churn Insights: Predicting Customer Retention with Scikit-Learn and Tableau
- Maintenance Vision: Predictive Analytics with Scikit-Learn and Azure Machine Learning
- KPI Commander: Dynamic Performance Metrics with Power BI and SQL
- Future Sales Predictor: Time Series Forecasting with ARIMA and AWS SageMaker
- Risk Analyzer: Financial Scoring with Scikit-Learn and AWS SageMaker

PROFESSIONAL EXPERIENCE

Strategy & Analytics, Workforce Solutions | *Deloitte (with StartFinder), 1/2022 – Present*

Engineering Enhanced Revenue: Spearheaded data-driven solutions that resulted in a 1000% increase in billable opportunities within six weeks by addressing a critical skills gap in a competitive market.

Data-Supported Profit Maximization: Leveraged market data and staffing analytics to enhance compensation and hiring strategies, driving up to 35% profitability across workforce through data-informed decisions.

Technology Services, Business Development | *Loyal Source Government Services, 1/2020-1/2022*

Profit & Efficiency Optimization: Managed and analyzed account data for 125+ automated enterprise customer accounts worth \$250k in monthly profit. Enhanced efficiency by developing task automation strategies.

Strategic Business Intelligence Analysis: Developed and presented BI and market analysis reports that influenced executive decision-making and optimized business strategies, improving operational outcomes.

ISV Strategic Partnerships, SaaS Account Manager | *Fattmerchant, 10/2018-11/2019*

Data-Driven Revenue Generation: Analyzed customer data on 800+ B2B accounts recognizing trends and gathering insights that led to generating \$1.68 million in ARR with < 2% customer attrition.

Process Optimization Insights: Designed data-driven onboarding processes that increased customer implementation and adoption rates by 54% within the first week of service for customers in my book of business.

Technological Prosperity, Executive Support | *Orlando Economic Partnership, 3/2018 – 10/2018*

Stakeholder Engagement: Engineered data presentations for regional stakeholders and C-level leaders related to data analytics, AI, IoT, cloud computing, and automation related economic opportunities.

Data-Driven Insights: Worked to compile, cleanse, and analyze data for actionable insights to optimize business development initiatives for the company and economic region while maintaining research repositories.

Practice Manager | *Ford Signature Dentistry, 12/2014 – 3/2018*

Revenue & Customer Growth: Optimized insights analyzing market and competitor data that allowed for a 300% increase in annual revenue and 115% customer growth through solutions related to findings.

Reduced Customer Churn: Analyzed customer data, identified trends, and strategized solutions that led to a 35% decrease in customer attrition and led to a 18% increase in customer referrals.

EDUCATION

Bachelor of Business Administration | *University of the People, January 2025*

LinkedIn Learning & Coursera | *29 Professional Certifications and 134 Courses Completed*

Included Studies: Snowflake for Beginners, AWS Cloud Technology Consultant, Microsoft Cloud Support Associate, Cloud Strategy Professional, Advanced Business Analytics, Excel for Advanced Analytics, Data Storytelling, Data Wrangling, Database Structures and Management, Selenium Essential Training, AI for Leaders, Generative AI Essentials, Agile Project Management, and Essentials in Systems Administration