

Alexander Poulos

Data Analytics & Database Construction

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Experienced and versatile data analyst with 8+ years of expertise in collecting, transforming, and analyzing data for informed decision-making. Proficient in Python, SQL, and C, utilizing these coding languages to extract, manipulate, and derive insights from data. Strong communication, organizational, and analytical skills, with a proven track record of leveraging data-driven strategies to drive business growth and optimize processes. Committed to continuous learning and staying up-to-date with emerging trends in data analysis.

Work History

2019-03 - Current

Sr. Data Analyst

Summit SME, LLC , Detroit, MI

- Successfully managed a portfolio of 75+ databases and oversaw the production of over 1K reports; mentored junior team members, fostered a data-driven culture, and collaborated with leaders and clients to align systems with business needs.
- Spearheaded the establishment of robust data warehouses (AWS Snowflake, S3, CLI) and took charge of the end-to-end development of comprehensive ETL pipelines. Effectively managed highly diverse and intricate datasets exceeding 100M rows from multiple sources. Leveraged SQL and SSIS to ensure impeccable data integrity, consistency, and accelerated discovery of actionable insights.
- Designed and implemented machine learning models (PyTorch, TensorFlow) to predict customer behavior, including churn, conversion, and lifetime value. Empowered data-driven marketing strategies and enabled personalized targeting to drive business growth.
- Applied advanced statistical analysis techniques, such as regression analysis and hypothesis testing, to forecast future sales trends and marketing initiatives. Leveraged data-driven insights to optimize sales strategies, drive revenue growth, and reduce new customer acquisition costs.
- Utilized A/B testing methodologies to evaluate the effectiveness of marketing campaigns, website design changes, and product features. Extracted data-driven insights that fueled conversion rate improvements of 15%+ and optimized user experiences.
- Developed and managed real-time Progress Monitoring dashboards, Financial and ad-hoc reports, leveraging the power of visualization tools (Power BI, Tableau, Looker). Delivered immediate and actionable insights to clients

through effective data visualization, resulting in a 30% increase in client decision-making speed.

2015-05 - 2019-02

Data Analyst

Kem-Tec Land Surveyors, Eastpointe, MI

- Architected and implemented comprehensive data and reporting infrastructure utilizing Excel and BigQuery enabling in-depth analysis of ongoing projects, project cost analysis, and tracking of key business KPIs.
- Instituted data governance, code review, CI/CD, Agile/Scrum practices; enhanced code quality, secured sensitive data, and improved project efficiency by 20%+
- Collaborated closely with C-suite executives and senior leadership to develop and maintain a comprehensive suite of over 100+ reports, including financial reports, performance dashboards, operational metrics, sales forecasts, and customer insights. These reports catered to diverse levels and teams within the organization, providing crucial data-driven insights for informed decision-making and strategic planning.
- Developed advanced data models and conducted rigorous statistical analysis to unearth intricate trends, patterns, and anomalies. Enabled proactive issue detection and facilitated the prompt implementation of targeted corrective measures.
- Orchestrated the implementation of streamlined automated workflows and scripting using Python, resulting in seamless data processing, analysis, and reporting. Minimized manual effort while maximizing operational efficiency, saving 1K+ hours annually.

2013-08 - 2015-05

Student Teller

Christian Financial Credit Union, Harper Woods, MI

- Processed financial transactions accurately and efficiently, including deposits, withdrawals, loan payments, and account transfers, while ensuring compliance with banking policies and procedures.
- Provided exceptional customer service by addressing inquiries, resolving issues, and offering guidance on financial products and services, resulting in high customer satisfaction and positive feedback.
- Maintained high level cash handling accuracy and accountability, consistently balancing cash drawer at the end of each shift and effectively managing large volumes of currency and coin.

Education

2015-08 - 2020-04

Bachelor of Science: Biology

University of Detroit Mercy - Detroit, MI

- Completed coursework in genetics, molecular biology, and biostatistics, providing a strong foundation in biological concepts and statistical methodologies essential for data analysis.

- Engaged in research projects analyzing large-scale genomic datasets, applying statistical techniques and data visualization tools to uncover genetic variations and gain valuable insights into disease mechanisms.
- Demonstrated ability to translate complex biological data into actionable recommendations, contributing to evidence-based decision making through interdisciplinary research initiatives.
- 3.78 GPA

Software

- Excel / Sheets
- Power BI / Tableau
- SAS Enterprise
- Azure
- Google Cloud Platform
- Amazon Web Services
- Microsoft Office / G-Suite

Programming Languages

- SQL
- C
- Python
- pandas
- DAX

Skills

Time Management	<div></div>	Excellent
Communication Skills	<div></div>	Excellent
Creative Problem Solving	<div></div>	Excellent
Technical Writing	<div></div>	Excellent
Predictive Modeling	<div></div>	Excellent

Certifications

2018-05	OSHA 10 Hour
2022-01	Google Data Analytics
2021-11	Google Project Managment