Herschel Meadow

Miami Beach, FL

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SQL, Tableau, Python, Data Analytics, Data Visualization, Pivot Tables, Excel

EDUCATION

Purdue University — Bachelor of Science in Aeronautical & Astronautical Engineering, 2021

DATA ANALYTICS TRAINING

Data Analytics Certificate Course, **Google Data Analytics Professional Certificate**
SQL: Querying and Managing Data, **Khan Academy**
Tableau Creator, **Tableau**

DATA ANALYTICS & VISUALIZATION PROJECT EXAMPLES

- **Supermarket Sales and Customer Satisfaction Analysis.** Used data to understand customer preferences for payment methods, peak times for visits, and participation in loyalty programs. And used this to adjust grocery store policies to raise sales and customer satisfaction.
    - Designed a database using SQL and analyzed statistics by sales and customer satisfaction
- **Worldwide Tech Layoffs Dashboard.** Identified countries with the lowest and highest average company layoff percentages, quantified layoffs by industry and published a Tableau dashboard to track KPIs.
- **Superstore Sales and Profitability Executive Dashboard**. Quantified sales, profitability, profit ratio, and sales per customer. Visualized profit ratio by city on US map using Tableau. Quantified monthly sales by segment and category over time by profitable vs. unprofitable orders.
- **Smart Device Marketing Analysis.** Cleaned, processed, analyzed, and shared insights on a publicly available dataset for a smart device manufacturer using Google Sheets and pivot tables
- **Restaurant Reservation System Design.** Developed a python web application to store patron contact information and automatically contact them when their table is ready using AWS SMS features
    - Designed a database around customers using SQL and analyzed statistics by occupancy
    - Increased revenue per table by automatically matching party sizes to corresponding table sizes
    - Reduced restaurant labor expenses by hiring the correct amount of staff corresponding to the busiest times.

WORK EXPERIENCE

Freelance — *Data Analyst*, October 2022 – Present

- Developed Tableau dashboards
- Designed SQL databases
- Built Python web applications

AirEV — *Aerospace Engineer*, March 2022 – October 2022

- Formulated mathematical models and other methods of computer analysis to develop, evaluate and modify aircraft simulations according to FAA engineering requirements
- Updated old code bases to reflect current electric vehicle performance to simulate accurate flight