

# BARISERE KPEA

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## SUMMARY

Aspiring data analyst skilled in SQL, Power BI, and Excel, with experience in data visualization, financial modeling, and delivering actionable insights. Proven ability to design dashboards, analyze trends, and communicate complex data to drive business decisions. Passionate about leveraging data for operational excellence.

## AREAS OF EXPERTISE

### Technical Skills:

- **Data Tools:** SQL Server ▪ SSIS ▪ SSRS ▪ Power BI ▪ SPSS
- **Programming & Software:** Microsoft Visual Studio ▪ Salesforce ▪ PowerPoint ▪ Excel ▪ Windows 10/11 ▪ Jiva
- **Soft Skills:** Communication ▪ Data Storytelling ▪ Problem-Solving

## PROFESSIONAL EXPERIENCE

**INNOVATION COMPOUNDING** --- Kennesaw, GA

**February 2024-**

**Present**

### Compounding Pharmaceutical Technician (Non-Sterile)

- Accurately measured, mixed, and dispensed medications based on physician prescriptions, ensuring precision in formulation and quality control.
- Assisted in training and mentoring new technicians on non-sterile compounding procedures and safety guidelines.
- Conducted quality checks to verify medication integrity, labeling accuracy, and maintaining 100% compliance to regulatory standards.

**HONEY BAKED HAM** – Atlanta, GA

**October 2023 – December**

**2023**

### Data Entry Specialist (Seasonal)

- Ensured 99% accuracy in data entry contributing to clean, harmonized datasets for operational reporting.
- Provided troubleshooting and alternative solutions for software-related issues to maintain workflow efficiency.
- Contributed to customer satisfaction by effectively resolving inquiries and building trust.

**YELP** – GA (Remote)

**September 2022 – March 2023**

### Junior Account Executive

- Analyzed business trends to inform advertising strategies, driving \$75,000+ in advertising sales.
- Supported marketing campaigns by gathering user feedback and conducting targeted research.
- Designed operational workflows and email marketing campaigns that improved customer engagement and account retention rates.
- Partnered with clients to optimize online business pages and provided actionable insights into performance metrics.

## PROJECTS

### Data-Driven Business & Marketing Strategy Enhancement w/ Delta Airlines

- Developed financial models and real-time dashboards to optimize budget projections and analyze marketing KPIs.
- Partnered with cross-functional teams to streamline segmentation and enhance decision-making capabilities.
- Delivered solutions that prioritized actionable insights, enhanced data-driven decision-making, and ensured scalability.

### Sales Data Dashboard

- Designed a Power BI dashboard to visualize sales data for a mid-sized business, highlighting trends in revenue and customer demographics.
- Implemented DAX functions to calculate KPIs such as customer acquisition cost and sales growth.
- Resulted in a 20% improvement in decision-making speed for quarterly sales reviews.

## EDUCATION

**Bachelor of Science (Psychology) – Georgia Southern University, Statesboro, GA, *May 2022***

**Bachelor of Science (Cloud Computing) – Western Governors University, Salt Lake City, UT (Remote), *Presently***

## AWARDS & HONORS

**CompTIA A+ Certified, Issued April 2024**

**Colaberry Certified SQL Server and BI Developer, Issued April 2023**