

Jaden Obi

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Summary: Detail-oriented MBA graduate in Business Analytics with a robust foundation in data analysis and visualization. Experience in SQL, Tableau, and advanced Excel techniques, with hands-on experience in data cleaning, transformation, and analysis. Seeking an entry-level analyst role to leverage analytical skills and drive data-driven decision-making.

Education:

St. John's University, Peter J. Tobin College of Business, Queens, NY

M.B.A, Business Analytics

May 2024

Bachelor of Science, Business, GPA: 3.75/4

Related Coursework: Big Data & Data Mining, Prescriptive Analytics & Spreadsheet Modeling/Optimization, Computer Systems & Software Applications

Technical Experience:

Graduate Assistant – Data Analysis

August 2023 – November

2024

St. John's University

- Analyzed appointment data for over 1,100 freshmen using **SQL, R, and Tableau**, achieving a **25% reduction** in scheduling conflicts by presenting actionable insights to both technical and non-technical stakeholders.
- Developed an end-to-end ETL pipeline to analyze campus event attendance data, leveraging SQL for querying, R for data cleaning and transformation, and Tableau for visualization, resulting in a 15% increase in student engagement through data-driven recommendations.
- Developed and executed SQL queries to extract and manipulate data from the university database, generating detailed reports that informed administrative decisions and enhanced data-driven initiatives.
- Cleaned and transformed check-in data for **3,000+ freshmen**, ensuring data integrity and accuracy for subsequent analysis and reporting.
- Created and monitored **Key Performance Indicators (KPIs)** using advanced **Microsoft Excel** functions (including XLOOKUPS, Pivot Tables, and Conditional Formatting) to assess performance and identify areas for operational improvement.
- Produced ad hoc reports in response to internal requests, delivering timely and relevant data to academic advisors for enhanced academic planning and decision-making.
- Collaborated with cross-functional teams to evaluate expenses for **56 freshman classes**, ensuring precise budgeting and effective cost management.
- Took the lead on planning over 250 trips for freshman students over both semesters, communicating with several vendors in New York City, and processed all payments necessary. Collaborated with the MTA for transportation purposes and communicated with faculty regarding all trip information.

Data Entry/Research Assistant

June 2022 –

July 2023

St. John's University

- Executed data cleaning and maintenance protocols by systematically updating **Excel** files to ensure data reliability, thereby facilitating effective analysis and informed decision-making.
 - Conducted thorough data collection and entry for NCAA football coaching positions, guaranteeing data accuracy and integrity for research purposes.
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Projects:

- **COVID Data Exploration:** Utilized **SQL** for exploratory data analysis on COVID-19 datasets, identifying key trends and insights
 - **COVID Data Visualization:** Created dynamic visualizations using **Tableau** to communicate findings from COVID-19 data analysis.
 - **Add/Drop Period Analysis:** Analyzed course selection data for the Class of 2027 with **Tableau**, identifying patterns and areas for scheduling optimization
 - **Market Analysis:** Conducted a regression analysis using **Microsoft Excel** to explore the relationship between NASDAQ and SONY stock performance.
 - **Optimization Case Study:** Developed nonlinear programming models for a case study, focusing on optimization techniques.
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Certifications:

- Google Data Analytics Professional Certificate
 - Bloomberg Market Concepts Certification
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Skills:

Data Analysis Tools: Advanced Microsoft Excel (XLOOKUPS, Conditional Formatting, Pivot Tables, Sparklines, Regression Modeling), SQL, Google BigQuery, R, SPSS, EViews, Microsoft Access

Data Visualization: Tableau, Power BI

Programming Languages: SQL, R

Soft Skills: Critical Thinking, Project Management, Attention to Detail, Adaptability in Fast-Paced Environments