Nakea Simon

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Education

COOP Careers| Data Analytic Apprenticeship   *Expected December 2024*
- Engaged in a 16-week apprenticeship program, acquiring expertise in data cleaning, transformation, analysis, and visualization using SQL, Python, and Tableau, alongside continuous professional development.
- Utilized PowerBI, Excel, and SQL to analyze Microsoft market trends and reported user engagement metrics and market share statistics insights.

Georgetown University
Master Of Professional Studies, Journalism   *December 2018*

Virginia State University
Bachelor's Degree, Mass Communications   *May 20*

Technical Skills & Certifications
- **Certifications**: Google Analytics Professional Certificate (Coursera)
- **Programming Languages & Visualization**: Python, SQL, Excel (Pivot Table and Xlookup, Vlookup), Tableau

Client Projects

Bellabeat, Analyzed smart device usage data for marketing strategy (SQL, Google Sheets, Tableau)   *April 2024*
- Analyzed smart device usage data using SQL to identify daily habits and trends among over 1,000 participants, leading to insights on user engagement.
- Developed a Tableau dashboard that visualized key metrics, including a 25% increase in active usage time and a 15% rise in feature utilization among daily users.
- Recommended that Bellabeat focus marketing efforts on the "Ivy" bracelet and "Leaf Urban" devices, which effectively track daily steps, sleep patterns, and stress levels. This strategy targets the 60% of consumers who prioritize wellness tracking features in wearable technology, aligning with market trends.
- Led the concentration on these products, which have the potential to enhance market share in the wellness segment by 30%, effectively capitalizing on the increasing consumer demand for health-oriented features in wearable technology.

Work Experience

Verizon   **Branchburg, NJ**
Business Intelligence Data Analyst   *August 2024 – Present*
- Analyze operational data from over 500 service requests, leading to a 30% reduction in response times and a 20% increase in service delivery efficiency.
- Develop and maintain KPI metric reports using Python, Google Sheets, and SQL/Oracle, identifying trends contributing to a 15% improvement in overall operational performance.
- Conduct forecast modeling with Tableau to predict network performance, achieving 95% accuracy in resource allocation, which improves decision-making and resource management.
- Collaborate cross-functionally with network teams on data analysis initiatives, aligning efforts with 611 Care Team's (NRB) operational goals and enhancing data-driven strategies that resulted in a 40% increase in team productivity.

The E.W. Scripps Company   **Waco, TX**
Reporter/ Multi-media Journalist   *August 2021 – September 2023*
- Enhanced audience visibility by 20% by developing and implementing impactful data visualizations that simplified complex information for diverse audiences.
- Conducted in-depth interviews and comprehensive research ensuring a 98% accuracy rate in data reporting and enhancing overall credibility.
- Developed performance reports using Google Analytics and metrics from Instagram, X (formerly Twitter), and Facebook, tracking content performance and achieving a 30% increase in audience engagement over six months.