

Nakea Simon

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Summary

Results-driven Business Intelligence Data Analyst with 3+ years of experience utilizing Python, SQL, and Tableau to transform complex operational data into actionable strategies.

Work Experience

Verizon

Branchburg, NJ

Business Intelligence Data Analyst

August 2024 – Present

- **Operational Efficiency & Service Improvement:** Analyzed and interpreted operational data from thousands of customer call records, leading to a direct 30% reduction in average customer response times and a quantifiable 20% increase in overall Customer Service delivery efficiency.
- **Data Strategy & KPI Management:** Generated high-value insights and managed core organizational Key Performance Indicator (KPI) reports using advanced SQL/Oracle queries and Google Sheets, identifying performance trends that contributed to a 15% overall improvement in operational performance.
- **Visualization & Resource Management:** Developed detailed Tableau dashboards for granular network performance analysis, achieving a documented 95% accuracy in forecasting and resource allocation, thereby improving executive decision-making and optimizing resource deployment.
- **Executive Strategic Reviews:** Manage monthly executive reporting cycle, translating raw performance data into actionable strategic insights; built comprehensive scorecard decks used across the organization, integrating key operational data (network utilization, subscriber growth) to drive decisive strategic pivots.
- **Readouts & Performance Reports:** Translated complex Business Intelligence (BI) data into clear, actionable executive-level presentations, leading to a 12% improvement in operational efficiency for the Network Operations division.
- **Cross-Functional Alignment & Productivity:** Championed data analysis initiatives through collaborative partnerships with Network and Customer Care teams, aligning organizational efforts with strategic goals and driving a 40% increase in overall team productivity through data-driven strategies.

Key Accomplishments

Customer Support Ticket Reduction (SQL, Google Sheets, Tableau)

- Built a comprehensive Tableau dashboard tracking customer support tickets and trend analysis, which helped reduce ticket volumes by 20% year-over-year.
- Identified and prioritized the top technical and process-related drivers of customer service calls through deep-dive analysis; this strategic focus directed targeted training and documentation, resulting in a 15% reduction in misrouted calls to the Network Repair Bureau and successfully diverting customer issues to the correct technical support team.

Repeat Tickets(SQL, Tableau)

- Drove significant performance improvement by implementing a 7-Day Repeat Ticket Dashboard (SQL, Tableau) for the Network Repair Bureau; analysis of critical performance regressions revealed a 53% increase in First Contact Resolution across customer support teams and directed resource allocation to reduce repeat issues.
- Pioneered root-cause analysis on high-volume network issues, identifying systemic gaps that drive repeat tickets; reduced monthly repeat network customer tickets by 18% and increased long-term customer satisfaction.

Monthly Metric Automation (Python)

- Automated the end-to-end processing of critical Network Repair Bureau (NRB) metrics by developing a Python-based ETL script (pandas, SQLAlchemy); this initiative reduced the monthly data-loading cycle from 3 days to under 4 hours, ensuring real-time reporting and saving \$40+ hours annually in manual data wrangling.

The E.W. Scripps Company

Waco, TX

Reporter/ Multi-media Journalist

August 2021 – September 2023

- Enhanced audience visibility by 20% through impactful data visualizations, reporting and investigation that simplified complex information for diverse audiences.
- Conducted in-depth interviews and comprehensive research, ensuring a 98% accuracy rate in data reporting, 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.

Technical Skills & Certifications

- **Certifications:** Google Analytics Professional Certificate (Coursera), Applied Advanced Analytics (Multiverse)
- **Programming Languages & Visualization:** Python, SQL, Excel/Google Sheets, Tableau, Google Analytics
- **AI/ML skillsets:** Gemini, NotebookLM, Expert Prompt Engineer, Generative AI, IBM Langflow

Education

Georgetown University

Master Of Professional Studies, Journalism

December 2018

Virginia State University

Bachelor's Degree, Mass Communications

May 2016