

Tyler Swindell

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PROFESSIONAL SUMMARY

Junior data analyst with hands-on experience producing weekly KPI dashboards, analyzing performance data, and delivering actionable reporting to support business strategy. Proficient in SQL, Python, Excel, Tableau, and Power BI, with coursework in machine learning, AI-driven analytics, and predictive modeling. Detail-oriented and organized with strong ability to communicate data insights clearly to stakeholders.

SKILLS

Analytics Tools: SQL (MySQL, PostgreSQL), Python (Pandas, NumPy, Matplotlib), R, Microsoft Excel (VLOOKUP, Pivot Tables, Dashboards), Tableau, Power BI, Google Analytics (GA4), Firebase

Data & Business: KPI reporting, data segmentation, lead tracking, event performance analysis, database management, ETL workflows, API integrations, A/B testing, conversion optimization, predictive modeling, AI-enabled analytics, marketing analytics

PROFESSIONAL EXPERIENCE

Account Support Analyst | Xerox, Pittsburgh, PA | 09/2023 – Present

- Produce weekly KPI dashboards and efficiency reports for management review, tracking operational performance metrics and service delivery compliance.
- Analyze digital workflows and sales data to identify inefficiencies; present findings and recommendations to leadership to support data-driven decision-making.
- Collaborate cross-functionally with business partners to support reporting accuracy and drive continuous improvement of operational processes.

Full Stack Web Developer | HiredBy, Philadelphia, PA | 01/2021 – 08/2022

- Designed and analyzed performance metrics for user engagement and sales conversion. Integrated data insights to guide UX and marketing optimization.
- Built SQL and API-based analytics pipelines for lead tracking and client KPI dashboards. Automated reporting workflows, improving data transparency by 15%.
- Performed data segmentation across user and client databases to support targeted marketing efforts and improve lead distribution accuracy.

Front-End Web Developer | Lifehouse Project, Tampa, FL | 01/2021 – 06/2022

- Implemented Google Analytics (GA4) event tracking to measure user journeys and campaign KPIs. Produced ROI dashboards and visual reports for leadership.
- Collaborated with stakeholders to translate data insights into marketing improvements, contributing to a 12% increase in donations through better segmentation and targeting.

Digital and Production Specialist | Printing and Marketing, Inc., Union City, CA | 02/2017 – 03/2020

- Collected and analyzed production and cost data to forecast demand and optimize resource allocation. Built Python and Excel dashboards for real-time metrics visibility.
- Designed performance-tracking tools that reduced waste by 20% through data-driven process improvements and KPI monitoring.

EDUCATION

Bachelor of Science, Information Systems and Data Analytics | San Jose State University, San Jose, CA | 2024-2026
[Dean's Scholar 2024/25](#) | Coursework: Machine Learning, AI-Driven Analytics, Predictive Modeling, Data Visualization

Associate of Science, Computer Science | Sacramento City College, Sacramento, CA | 2020-2022

President's Highest Honors 2020-2022 | Phi Theta Kappa Honor Society

Certificate, Graphic Design | Santa Rosa Junior College, Santa Rosa, CA | 2012-2014