Brandon Keck

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Work Experience

Business Analyst | *Sapporo USA* | Remote **Feb 2026 - Present**

- Analyze sales, velocity, and distribution metrics across channels (off-premise, on-premise, regional markets) to support data-driven decision making.
- Develop and maintain dashboards and reports to track KPIs such as volume, revenue, and market share.
- Developed Python-based automation and analytical workflows using internal tools to streamline reporting, improve data quality, and deliver trustworthy insights.
- Support forecasting and business planning through data modeling, statistical analysis, and scenario analysis.
- Collaborate with sales, marketing, and operations teams to align insights with strategic initiatives and support cross-functional leadership.

Data Visualization Intern | *Driscoll's* **|** *Watsonville*, *CA* **May 2025 - September 2025**

- Assisted internal stakeholders with dashboard access, data validation questions, and issue resolution, providing analytical support similar to help desk functions.
- Conducted data collection, cleaning, validation, and integrity checks to prepare high-volume operational datasets for analytical reporting.
- Communicated Key Performance Indicators clearly to cross-functional teams, translating complex data into actionable insights while staying in compliance with company data governance.
- Troubleshooting and debugging data pipelines by identifying, diagnosing, and correcting issues within ETL and reporting workflows.

Human Resources Assistant | *Target* | *Santa Rosa, CA* **November 2022 - December 2024**

- Collected and validated personnel data supporting enrollment management, staffing allocation, and workforce planning initiatives for the Human Resources department.
- Supported Student Success and operational outcomes by ensuring accurate data reporting and accessible insights for decision making.
- Created Excel-based data collection templates to standardize HR reporting, improving data accuracy and reducing errors.
- Utilized Microsoft Office Suite (Excel, PowerPoint, Teams, and SharePoint) to automate reporting tasks and improve operational workflow.

Education

California State University, East Bay - Hayward, CA **Graduated May 2026 | GPA: 3.91/4.0**
Master of Science in Data Science

Sonoma State University - Rohnert Park, California **Graduated May 2024 | GPA:3.30/4.0**
Bachelor of Science in Statistics

- **Minors:** in Mathematics

Skills

Languages: R, Python, SAS, SQL
Frameworks: Pandas, Numpy, Sckit-Learn, Matplotlib
Tools: Tableau, Power BI, Excel, Google Suite, MySQL
Data Analysis: Statistical Analysis, Data Organization, Data Visualization, SQL Databases
Computer Science: Algorithms