

ANTHONY BAPTISTE

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Education

Northern Illinois University

May 2026

Bachelor of Science in Operations and Information Management, Computer Science Minor

DeKalb, Illinois

Relevant Coursework

- Data Analytics
- Enterprise Systems
- Predictive Analytics
- Database Management
- Data Visualization
- Statistics
- Decision Science
- Business Intelligence

Experience

Consultant

August 2025 – December 2025

Mystery Street Recording Company

Chicago, IL

- Led competitive and customer analysis across 15+ peer studios, translating fragmented market data into clearly defined audience segments to inform growth and positioning decisions.
- Analyzed SEO performance, engagement metrics, and campaign effectiveness to quantify growth tradeoffs and support leadership decisions on marketing investment priorities.
- Owned end-to-end client deliverables and presented decision-ready insights to leadership, incorporating cross-functional constraints and stakeholder feedback to align recommendations with execution realities.

Network Planning Analyst Intern

June 2025 – August 2025

Shipt

Birmingham, AL

- Owned the design and deployment of an end-to-end Tableau analytics system analyzing daily order volume across a 30,000+ ZIP code delivery network, enabling planners to identify high-risk regions and prioritize network decisions with 30% greater KPI visibility.
- Automated daily data pipelines and Tableau extracts to reduce manual reporting by 10+ hours per week, improving data reliability and allowing 5+ teams to focus on higher-impact planning and execution decisions.
- Partnered with Market Operations and Network Planning to translate ambiguous performance questions into structured analytical frameworks, ensuring geospatial insights aligned with operational constraints and real-world execution.

IT Data Analyst Intern

March 2025 – May 2025

Innovation Dupage

Glen Ellyn, IL

- Built and maintained Tableau dashboards tracking 20+ KPIs across programs, standardizing metric definitions and improving reporting efficiency by 40%.
- Applied advanced Excel modeling to identify engagement trends, supporting program-level decisions on resource allocation and outreach strategy.
- Supported Salesforce CRM reporting and dashboard optimization to improve stakeholder communication and operational tracking.

Projects

Enterprise Operations Intelligence Platform | Python, PostgreSQL, dbt, Tableau

January 2026

- Designed and built an end-to-end business intelligence platform using synthetic raw data, transforming source-level datasets into analytics-ready models to support operational performance analysis.
- Modeled transactional data into reusable fact and dimension tables, standardizing KPI definitions and enabling consistent reporting across regions and time periods.
- Developed executive-level dashboards analyzing volume, cost efficiency, and service performance, improving insight reliability through documented metrics and data validation.

Technical & Analytical Skills

Languages: Python (pandas, numpy, scikit-learn), C++, SQL

Visualization Tools: Tableau, Power BI, Excel, Matplotlib

Technologies/Frameworks: Snowflake, SAP, GCP, Git/Github

Extracurricular Leadership & Competitions

School Involvement and Competitions

2022–Present

Northern Illinois University

- **Winner** – **NIU Data Visualization Competition (HAVI)** — Developed a Power BI dashboard analyzing supply chain inefficiencies using Excel-based data.
- **Founder & Chair** – **(OMIS IGNITE)** - Launched a student-led initiative to help OMIS majors gain real-world experience and access to professional development; organized workshops, speaker panels, and networking sessions with industry professionals.