

David Ray Hartfield III | DATA ANALYST

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Data analyst with experience developing SQL reports and Power BI dashboards to support operational decision-making and KPI visibility. Skilled in trend analysis, scalable reporting solutions, stakeholder collaboration, and adapting to new data schemas in fast-paced environments.

SKILLS

SQL • Python • Excel • Power BI • Jaspersoft • trend analysis • SDLC framework • Jira • Azure DevOps

PROFESSIONAL EXPERIENCE

CORE SYSTEMS SPECIALIST • SUN COMMUNITY FEDERAL CREDIT UNION • Nov 2023 - Nov 2025

- Built and maintained SQL reports and Power BI dashboards used by accounting, lending, and payment systems teams to monitor operational trends and support product decision-making.
- Maintained/enhanced department-wide KPI reporting dashboards to reflect current business needs.
- Identified process gaps and implemented automation improvements that reduced IT's daily, month-end, and year-end processing time by half.
- Collaborated with stakeholders during vendor implementation projects (i.e., online banking and check processing conversions) to translate high-level requirements into backend updates for the purpose of preserving the accuracy of existing reports.

WORKFORCE OPTIMIZATION BUSINESS ANALYST • AXOS BANK • Jul 2021 - Sep 2022

- Produced ad hoc Excel reporting to support workforce prioritization and project decision-making.
- Facilitated stakeholder discussions to refine technical requirements and manage project scope.
- Led regular stakeholder check-ins that included progress metrics, milestones, and efficiency forecasts.
- Coordinated development activities for KPI tracking, credit approval, and workforce planning applications through daily Agile stand-ups.
- Prioritized and cleared a backlog of 200+ work items by analyzing effort estimates, urgency, and business impact, increasing active development capacity by ~25% through reduced support workload.

ADJUNCT FACULTY (STATISTICS) • SAN DIEGO STATE UNIVERSITY – I.V. Campus • Jan 2019 - May 2019

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA • MS in Financial Engineering • 2018

- Topics covered: Probability, corporate finance, GAAP, machine learning, linear and non-linear forecasting, risk analysis.

SAN DIEGO STATE UNIVERSITY • BA in Mathematics - Summa Cum Laude • 2016

PORTFOLIO & CREDENTIALS

INTERNET GAME DATABASE DATA VISUALIZATIONS PROJECT • Python, Pandas, Power BI • [View here](#)

- Requested, cleaned, and stored API data in a data frame to visualize ratio distributions over time.

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE • 2023

- Topics covered: SQL querying, scope of work, trend data visualization, R, Tableau.