

Khepera Walker

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DATA ANALYST

Results-driven Data Analyst passionate about transforming raw data into actionable insights. Adept in using Python, SQL, and Power BI to clean and transform high volumes of data, build customized dashboards, and analyze results for stakeholder utilization. Offering analytical skills across advertising, marketing, and logistics industries, coupled with descriptive, diagnostic, predictive, and prescriptive analysis capabilities to improve business outcomes.

Skills

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| <ul style="list-style-type: none">• Power BI• Microsoft Excel• SQL• Python• Data Visualization | <ul style="list-style-type: none">• Microsoft Fabric• Project Management• DAX Calculations• Data Modeling• ETL Processes |
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CERTIFICATIONS & EDUCATION

Microsoft Power BI Certification	August 2026
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Selected to complete a Data Analytics and Visualization cohort/ bootcamp through Northeastern Illinois University. Gained comprehensive, hands-on experience extracting, transforming, and loading sales, marketing, and workforce datasets using Microsoft Excel, Power BI, SQL, and Python. Learned the fundamentals of data cleaning, modeling, and visualization by completing several projects and career simulations, with the goal of becoming workforce ready.

Data Analytics & Visualization Program | Northeastern Illinois University

- **Business Intelligence & Data Visualization:** Power BI, Python Integration, Microsoft Fabric, Microsoft Excel, Visual Studio Code
- **Data Engineering & Analysis:** SQL, Data Modeling, Data Preparation, ETL/ELT Processes
- **Advanced Analytics & AI:** Machine Learning, Artificial Intelligence, Statistical Analysis, Natural Language Processing

B.S. Business Administration | Florida A&M University | Tallahassee, Florida

PROFESSIONAL EXPERIENCE

Marketing Analyst	2024-Present
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Flowers Communications Group | Integrated Marketing Firm

Hired as a contractor to assist the Illinois Lottery’s event marketing team as a Marketing Analyst. Provided profit analysis, giveaway ratios, and event attendance insights across General Market, Public Affairs, and Retail departments. Communicated weekly with department managers, vendors, and event coordinators to extract sales, profit, demographic, and giveaway data for analysis. Loaded and modeled data using DAX and SQL calculations to create executive dashboards, KPI reports, and performance insights. Utilized SQLite to calculate and model the data and Microsoft Fabric to transform said data into Power BI visualizations.

PROJECTS

Public Affairs Giveaway, Sales and Target Analytics Report

- Combined attendance, profit, and cost tables utilizing SQLite to create profit margin and revenue insights. Utilized insights to increase ticket sales by 40% by recommending marketing the 7 x Bingo Multiplier with dollar scratch-offs after discovering that \$1-\$5 scratch-offs outsold other tickets during Public Affairs events.
- Obtained business objectives during weekly client meetings and used an interactive executive and managerial dashboard to communicate insights via Power BI.
- Provided stakeholders with weekly reports allowing them to drill down graphs, line charts, and metrics into quarterly, monthly, and weekly insights for an interactive and intuitive navigation process.

Tools & Technologies: SQLite, Power BI, Microsoft Fabric

General Market Data Analytics Report

- Obtained sales objectives from business management to conduct a profit and product analysis based on ticket sales spanning 2018-2025 fiscal years.
- Utilized Power BI to clean and merge tables, DAX calculations, and measures to obtain ticket sales, giveaway, and event attendance averages; to create KPI's, event metrics and profit margin visualizations.
- Discovered seasonality within profit margins and revenue, finding an increase in ticket sales linked to holiday and Christmas seasons. Recommended capitalizing on seasonal trends by marketing holiday and New Year scratch-off tickets and targeting holiday events to maximize engagement.

Tools & Technologies: Power BI, Microsoft Fabric

Retail Market Data Analytics Report

- Created data models built on relationships between regional ticket sales, monthly revenue, and regional vendors. Increased event marketing in Central and Southern Illinois based on data models and a positive profit margin ratio in these areas.
- Spearheaded an executive report detailing region-based profit analysis, vendor revenue averages, and a correlation between event marketing and ticket sales.
- Utilized SQLite to extract, transform, and load thousands of raw data insights while creating data visualizations using Power BI.

Tools & Technologies: SQLite, Microsoft Fabric, Power BI

Data Analyst

2016-2023

ITG Transportation | International Transportation and Logistics 3PL

Initially hired as a logistics coordinator and transitioned into a Data Analyst after showing interest in learning advanced Microsoft Excel logistics calculations. Obtained shipment, delivery, cost, and profit data from carriers, pricing department, customers, ramps, and ports for insights. Created Excel calculations, pivot tables, and reports, while presenting insights to the CEO, Sales, and Executive teams. Became introduced to SQL and Power BI as a budding analyst.

PROJECTS

On-Time Delivery Report

- Increased customer satisfaction rating by 50% after analyzing which factors have the greatest impact to on-time delivery based on shipment type, weight, and distance using Microsoft Excel and SQLite.
- Reduced transportation costs by 30% by creating visualization trends and relationship models in Power BI, uncovering which routes and shipment types are most reliable.
- Increased profit after comparing profit margins vs actual profit per shipment type, lane, and commodity using SQL and Power BI.

Tools & Technologies: SQLite, Power BI, Microsoft Excel

Fuel Surcharge Analysis Report

- Developed a Fuel Surcharge Analysis Report in Power BI by analyzing 500+ weekly shipment records and comparing carrier fuel surcharge rates against established pricing tables, improving cost visibility for transportation leadership.
- Analyzed fuel surcharge trends across 20–50 carrier lanes to identify pricing variances, supporting more informed routing decisions and transportation cost management.
- Validated freight billing data by reconciling 500+ shipment transactions against contracted fuel surcharge schedules, helping identify billing discrepancies before customer invoicing.

Tools & Technologies: SQLite, Power BI, Microsoft Excel

Route Cost Estimation Analysis

- Created a Route Cost Estimation Model in Excel to evaluate 300–1,000+ shipment scenarios across multiple transportation lanes, providing accurate cost projections for operational planning.
- Analyzed transportation costs by comparing mileage, fuel surcharges, accessorial charges, and carrier rates across 25–75 delivery routes, identifying cost-saving routing alternatives.
- Performed variance analysis between estimated and actual transportation costs for 200+ completed shipments, identifying cost drivers and opportunities to improve forecasting accuracy.

Tools & Technologies: SQLite, Power BI, Microsoft Excel

OTHER EXPERIENCE

BLAC Internship

2023-2024

- Selected out of 300 candidates to complete an Advertising internship. Chosen by Berkley OKRP in downtown Chicago to perform Account Management duties for Brach’s Candy and Michaels. Ended internship by pitching Proctor & Gamble’s marketing team campaign ideas for Gain Flings.