

JAMES GIFFORD

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Data analyst with a background in business operations, marketing, and entrepreneurship. Leverages real-world business experience and analytical skill to uncover patterns, streamline performance, and guide smarter decisions that drive growth.

SKILLS

Core Analytics Skills: Data Cleaning & Transformation (ETL) • Exploratory Data Analysis (EDA) • KPI Development & Performance Tracking • Business Metrics & Trend Analysis • Statistical Analysis & Forecasting • Data Visualization & Storytelling
Technical Tools: SQL • Excel (Power Query, DAX) • Tableau • Power BI • BigQuery • Looker Studio

EXPERIENCE

Owner / Operator – Washing Orlando LLC | Orlando, FL | 2023–2025

- Built and scaled a **data-driven exterior cleaning company** from the ground up, growing monthly revenue from **\$0 to \$10K+** in under two years through strategic partnerships that drove over **50% of 2025 revenue** without additional ad spend.
- Developed and piloted a **recurring maintenance plan** that converted one-off residential and commercial clients into subscription-style accounts, improving retention and lowering acquisition costs through predictable, recurring revenue.
- Increased **profitability per labor hour** by shifting marketing focus toward higher-margin roof cleaning services.
- Reduced **lead costs by 60%** (from ~\$40 to \$15–25) through A/B-tested Facebook campaigns and refined offers.
- Sold the business in 2025 following consistent year-over-year growth and strong operational performance.

Business & Product Operations Lead – Gardening E-Commerce Brand | Utah | 2022–2023

- Launched and scaled a **direct-to-consumer gardening venture**, developing data-driven pricing and bundling strategies by analyzing cost, competitor, and review data to achieve **Amazon Best Seller status**.
- Built an **Excel cost model for 25 SKUs** integrating supplier, freight, and duty data; analyzed per-unit profitability to identify cost drivers and guide pricing, then combined cost and sales data to optimize product quantities for the next shipment.
- Negotiated **5% supplier discount** and consolidated shipments to cut freight costs and improve import logistics from China.
- Developed and refined **new product lines** by analyzing customer feedback and competitor offerings; tested packaging and pricing variations to improve satisfaction and profitability.

Volunteer Service – Bogotá, Colombia | 2020–2022

- Completed two years of full Spanish immersion in Colombia, teaching English and providing service to local families in need.
- Led and mentored volunteers through weekly trainings and ongoing support, developing Spanish fluency and cross-cultural leadership skills.

PROJECTS

- **Home Services Performance Dashboards** – Analyzed synthetic business data generated in Python and scaled from my company's operations to uncover seasonal demand trends, service profitability, and crew efficiency patterns, creating two Tableau dashboards (*Financial and Operations*) based on realistic small business scenarios.
- **Industry Forecasting & Volatility Analysis** – Analyzed U.S. retail and food service sales in Excel using regression and other analytical methods to identify volatility patterns and early indicators of apparel-sector demand shifts, supporting inventory and marketing planning.
- **Customer Churn & Retention Dashboard** – Developed a multi-page Power BI dashboard using DAX and Power Query to analyze churn patterns and model \$3M in potential revenue retention opportunities.

CERTIFICATIONS

- **Google Data Analytics Professional Certificate** – SQL, Tableau, R, data cleaning, and reporting
- **Business Analytics (Wharton/UPenn)** – Applied analytics in marketing, operations, people, and finance
- **Business Statistics and Analysis (Rice University)** – Regression, hypothesis testing, and decision modeling in Excel
- **Data Analyst Associate (DataCamp)** – SQL, data management, and visualization certification