

James Lucas

Linkedin: <https://www.linkedin.com/in/jameslucas01/>

Email: datajames25@outlook.com

Mobile: 386-843-0035

PROFESSIONAL SUMMARY

Recent graduate with Masters degree in Business Intelligence with hands-on leadership and customer-facing experience in a business environment. Strong foundation in analyzing operational data, supporting decision-making processes, and improving visibility into business performance. Skilled in Excel, Power BI, and SQL, with a practical, results-oriented approach to organizing and communicating information. Focused on continuous learning and contributing to efficient, data-informed operations.

SKILLS

- Excel
- Power BI (Dashboards & Visual Reports)
- SQL
- Customer Communication & Service
- Revenue Monitoring & Trend Analysis
- Operational Coordination
- Forecasting (Academic/Project-Based)

EDUCATION

Full Sail University

Master of Science in Business Intelligence (M.S.)

Winter Park, Florida

December 2024

Full Sail University

Bachelor of Science in Web Design and Web Development (B.S.)

Winter Park, Florida

April 2022

WORK EXPERIENCE

ASSISTANT MANAGER | PFOB Management Inc.

Ormond Beach, Florida

March 2015 - Current

- Created Excel reports to track customer trends, membership sales, and revenue performance.
- Supported basic budgeting by helping gather and organize expense and sales data.
- Designed Power BI dashboards to visualize key performance indicators for leadership review.
- Interacted daily with customers and team members to manage operations and provide service updates.
- Helped adjust pricing strategies based on observed behavior and business targets.

PROJECTS

QSR Investment | [LINK](#)

August 2024

- Built Excel models to compare 50+ quick-service restaurant brands based on cost, growth, and market data.
- Created Power BI visuals to present key metrics and forecast outcomes, simulating a 15% ROI scenario.

Bayesian Marketing Analysis | [LINK](#)

June 2024

- Used forecasting methods (Bayesian approach) to predict renewal rates with improved accuracy.
- Designed retention strategies based on customer segments and visualized results in Power BI.

CERTIFICATES

Data Analysis with Spreadsheets and SQL (META) | [CERTIFICATE](#)

July 2024

Python Data Analytics (META) | [CERTIFICATE](#)

June 2024