




JOSEPH GIBSON

BUSINESS ANALYST INTERN

CONTACT

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Bloomington, IN 

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EDUCATION

Bachelor of Science
Business with a major in
Business Analytics
Indiana University
Bloomington
September 2020 - current
Bloomington, IN

Relevant courses

Data Analysis and Visualization
Business Statistics
Data Mining and Predictive
Analytics
Marketing Analytics

SKILLS

JIRA
Microsoft Excel
Confluence
Microsoft Visio
VersionOne
Balsamiq

CAREER OBJECTIVE

I'm seeking an engaging business analyst internship at Salesforce, where I can utilize my experience in data analysis and predictive modeling to optimize operations. Excited to apply my proficiency with tools like Balsamiq and Confluence to present valuable insights that fuel Salesforce's innovation and drive revenue growth.

WORK EXPERIENCE

Stocker

Kroger

January 2020 - current / Bloomington, IN

- Maintained optimal shelf availability by efficiently stocking 500+ product units daily.
- Reduced out-of-stock incidents by 32% with strategic inventory management in Microsoft Excel.
- Extended shelf life of perishable items by 27% through effective stocking rotation techniques.
- Implemented off-peak hours stocking system, **improving overall store efficiency by 18%**.

PROJECTS

Revenue Forecasting

2022 - 2023

- Built a revenue forecasting model for dropshipping side business in Microsoft Excel, resulting in 27% more effective budgeting.
- Integrated market trends and seasonality into predictive model, **reducing forecast errors by 22%**.
- Applied advanced statistical analysis to historical sales data, producing an 89% accuracy rate in future demand predictions.
- Tracked the development of predictive models using VersionOne for improved adherence to project timelines.

Marketing Analytics

2021 - 2022

- Led a team of 8 classmates to plan a targeted marketing campaign for a local mattress store.
- Analyzed transaction data to uncover cross-selling opportunities, leading to new product bundles and a 24% increase in revenue.
- Collaborated with team in Confluence to document task progress, improving productivity by 16%.
- Designed product bundle mockups in Balsamiq to collect early customer feedback, **boosting cross-sell revenue by 36%**.