

Alex Belkin

East Lansing, MI

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EXPERIENCE

One Medical, Remote

Mar 2023 – Present

GTM Strategy Analyst

- Work with analysts and product owners to align solutions with business technology strategy and architecture.
- Develop SQL queries for automated sales performance reporting and ad-hoc analyses.
- Utilize Tableau for visualizing sales insights and monitoring data pipelines.
- Improve enterprise sales by aggregating enterprise-level data from multiple vendors into prospect lists via Python.

NCSolutions, Cincinnati, Ohio

Mar 2022 – Jan 2023

R&D Analyst

- Developed Tableau dashboard to visualize trends and summary statistics for several metrics across product categories and buyer demographics.
- Conducted research on “Five Keys to Advertising Effectiveness” project in Python, including effect of targeting on incremental dollars across brand market share. Results presented at ARF Attribution & Analytics Accelerator 2022.
- Supported internal projects with proprietary NCS and Nielsen software, SQL, and XML.

The Procter & Gamble Company, Cincinnati, Ohio

Site Integrated Planner

May 2021 - Mar 2022

Site Integrated Planning Co-op

May 2020 – Aug 2020

- Communicated daily production schedules and material risk to leadership across multiple production sites.
- Constructed automated import container tracker with Python web scraping, reducing time spent by 80% and improving visual clarity.
- Implemented Phase-In/Phase-Out of finished products in accordance with goals set by Initiative Operations Leaders.

EDUCATION

Georgia Institute of Technology, Atlanta, GA

Expected Apr 2026

M.S. in Analytics

University of Cincinnati, Cincinnati, OH

Apr 2021

B.S. in Business Analytics, *summa cum laude* | B.M. in Saxophone, *summa cum laude* (Dual Degree)

College-Conservatory of Music Tribunal, *President*

PROJECTS: alexbelkin.com/technical-projects/

Impact of Zone and Construction Permits on Real Estate Prices in Washington, D.C. (2023)

Analyzed Washington, D.C. residential property price trends (2018-2022) based on construction permits and other government datasets at the Census Block Group-level.

Holt-Winters Forecasting with CVG Temperature Data (2023)

Applied Holt-Winters forecasting for monthly temperature predictions in Cincinnati, utilizing National Weather Service data and referencing "Forecasting: Principles and Practice" by Hyndman and Athanasopoulos.

Container Tracking Automation (2022)

Automated process to drive Chrome browser, input shipping container numbers into SeaRates.com tracker, and record last container status in .csv file from HTML web code.

SKILLS & CERTIFICATIONS

- **Database Management:** Snowflake, SQL
- **Data Visualization:** MS Power BI, Tableau
- **Programming:** Python (NumPy, pandas, scikit-learn, SciPy), R (caret, tidyverse)