

Brett Redd

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Professional Experience

BGSF/HF Sinclair (contract) (Oil & Gas Industry), Dallas, TX

Jul 2024 – Sept 2024

Business Intelligence Development Lead

- Hired on assignment for 6 month contract, but was able to complete all expected Power BI dashboard deliverables needed in the 6 month timeline **within 2 months**.
- Established aggregated SQL queries in snowflake on data sets with multi-million data records to import into Power BI data models. Aggregation needed to limit size due to Pro Workspace limitations, and ensure optimal end-user dashboard experience.
- Dashboard deliverables covered a variety of topics, including gasoline sales volume and forecasting, regional/state/product level margin analysis, credit card rate increase value creation, credit card usage trends, etc.
- Wide range of Power BI functionality utilized, including PowerQuery transformations, summary calcs, calculated columns, aggregate and time-series measures for YoY/MoM analysis, quadrant analysis for laggards and leaders, drill-throughs, hover tooltip charts, etc.

WellPath (Health Care Services), Nashville, TN (Remote)

Aug 2022 – Jun 2022

Business Intelligence Development Lead

- Developed end-to-end dashboard solutions in support of health care operational performance, claims management, patient wellness, 3rd party provider performance, pharmacy Rx distribution, and staffing.
- End-to-end development included the scripting and scheduling of stored procedures, views, and custom initial SQL modeling for Tableau Viz dev. In many cases, independent research across multiple servers, existing stored procedures, and historical SSRS reports had to be referenced to understand where to best source the data to meet the needs expressed in reporting requirements.
- Leveraged extensive Tableau viz techniques, including sets, parameters, LODs, action filters and parameters, custom shapes and color palettes, etc. Sought to go beyond “out-of-the-box” Tableau offerings to provide aesthetically pleasing and succinct dashboard vizs, as well as ensure they were as interactive as possible to drill down more granularly, as needed.
- All dashboards designed on an automated refresh cadence, ranging from every 15 minutes to daily/weekly. Live connections generally avoided to optimize user experience, due to large data sets and server speeds.
- In December 2022, assisted claims team with reconciling unauthorized claims that could have resulted in significant financial penalties to the client. Innovative SQL scripting was leveraged to tie claims to the appropriate appointment records, without use of established unique identifiers. Creative joins were needed on a variety of data elements and date ranges to tie claims back to target records.

Safe-Guard Products Intl. (Automotive Ancillary Products), Plano, TX

Mar 2022 – Jul 2022

Sr Business Intelligence Analyst

- Re-deployed antiquated SSRS Dealer Performance report into PowerBI server that was experiencing severe runtime latency through the SSIS/SSRS ETL process. Condensed over 2000 lines of SQL code to 300 lines, and developed enhanced PowerBI visualizations with instantaneous metrics across 1000+ US auto dealers. Built on data sets with cached, daily update, in which query times outperformed existing ETL methodology query times on 1 specific dealer parameter.
- Enhanced existing, and built new Explores through the use of Looker LookML, and redesigned multiple excel-based reports prepared through SSRS, into direct query Looker dashboards.
- Reviewed several existing SQL data validation queries for the data management team, and constructed revised SQL code to support additional data governance efforts, primarily tied to referential integrity review across databases.
- Optimized SQL coding in a variety of instances on an ad hoc basis.
- Created/modified BRD documents as needed for new and existing reporting processes / file transfers.
- Reviewed BRDs with off-shore dev team as needed, and supported the management of dev projects through JIRA correspondence and collaboration, as well as SCRUM team calls.

esrp (Commercial Real Estate Services and Brokerage) (contract), Frisco, TX

Oct 2021 – Feb 2022

Sr Analyst

- Responsible for the development of new, and enhancement of existing analysis/dashboards relative to labor market studies, talent management review, and site selection.
- Assisted in the awarding of multiple CRE deals for industrial space based upon my analysis findings, and client appreciation for the amount of effort, thought, and detail that went into interactive reports provided to the clients in the Tableau Online environment.
- Data extraction/ingestion objectives met by leveraging Python for API data queries from EMSI/Google Places/Placer.AI, as well as web scrapes. Manual data download also employed when needed.
- Alteryx workflows and data packages were used for data analysis/modeling, advanced spatial analysis methodologies, as well as import/export of spatial polygon data files.
- Visualizations were developed in Tableau for complex site and market scoring calculations, including the use of LODs and UI parameters for scoring variable adjustments. QGIS and ArcGIS/esri also used for spatial visualization when requested.

Insight Global/Wells Fargo (contract) (Financial Services), Dallas, TX**February 2021 – May 2021****Project Demand Planner / Analyst**

- Contracted to support lead demand planner / operations reporting lead in the monitoring and forecasting of IT projects for the credit card services line of business.
- Developed a report leveraging Power Query, Power Pivot, and DAX to develop a reporting schema, connecting data from various data sources. Designed the report in a way that LOBs inside and outside my assigned LOB could slice the report to review current project spend vs budget, rolling up within a 6-tier project hierarchy, to drill down to areas of concern where the LOB is deviating from budget. Drill down capability went as granular as individual time sheet allocations to the project record.
- Developed a Tableau report to JIRA Service Management through a web data connector, to produce insights around outstanding project requests. Insights provided spoke to the completeness of pertinent data needed for project estimation in the project request, and SLAs leveraging RAG indicators to monitor the status of requests being reviewed / managed.

JLL, (Commercial Real Estate Services and Brokerage), Dallas, TX**April 2020 – October 2020****Data Manager – Critical Environments**

- Responsible for data governance relative to all critical facility equipment within facility mgmt and compliance mgmt applications.
- Developed forms and processes to ensure effective change management when work orders/projects, etc. result in data changes.
- Enacted DQ rules to measure completeness, consistency, integrity, accuracy, conformity, and timeliness for all data record attributes.
- Maintained master configuration guide leveraged as source of truth for all approved equipment codes available for use, as well as required data attributes for each equipment type.

CoreLogic (Real Estate Technology), Irving, TX**June 2019 – November 2019****Sr Professional, Data Content Mgmt**

- Integrate with Enterprise Data Group (EDG), comprised of DQ, Data Governance, and Data Content Management functional groups to ensure quality data is being driven to our data algorithms, models, and consumer products.
- Primary role - Provide Content Management support for Automated Valuation Models (AVMs) to improve the valuations derived from automated algorithms. AVM inputs include tax assessor, transaction records, and MLS data.
- Secondary Role - Interface and assist tenured data steward supporting the collection and content management of public tax assessor data across the US.
- Identified key data issues that cause pain points within primary and secondary functions, then leveraged my past dashboarding and reporting skillset to recommend how to best proactively monitor data issues, without duplicating existing efforts in process.

CBRE (Commercial Real Estate Services and Brokerage), Dallas, TX**2010-2019****CBRE Global Platform - Sr. Business Intelligence Data Analyst (CBRE Project Management Platform) 2017-2019**

Requested to join the PJM Platform by the Director of Business Intelligence, supporting all Americas major accounts and markets, to upgrade reporting processes to leverage Tableau Desktop/Server for the Americas.

- Applied new data management practices to capture more granular data for over 30,000 projects in the Americas, in order to provide more in-depth analysis and pivotal data within Tableau models.
- Responsible for Annual Business Intelligence report available to all levels of leadership. Comprehensive Tableau dashboards included Americas project value/volume/location overview, account/market value creation, account/market staffing and workload measurement, industry analysis, and annual trends.
- Improved the manner client survey data was analyzed and modeled in excel, then presented in Tableau to provide annual insight to all levels of PJM leadership. Incorporated method to view specific survey feedback when needed.
- Supported HR team by building Tableau dashboards to review time to fill talent requisitions, and revenue lost associated. Other dashboard views also provided insight to employee demographics, trends, and reasons for termination.

CBRE Client 3 - Sr. Business Intelligence Data Analyst (CBRE - TYCO/JCI Project Mgmt Team) 2015-2017

Requested by CBRE leadership to join the TYCO account to assist in improving client satisfaction score, with a focus on technology, reporting improvement, and data governance.

- Integrated Tableau technology to improve analysis and reporting to provide a more dynamic and user-friendly reporting environment to leadership and team.
- Developed/executed a plan to overhaul data management and collection process to align with account playbook and support reporting needs.
- Aligned to account playbook by making system interface revisions to document storage, data entry field attributes, project budget templates, milestone/phase templates, as well as adding modules to capture risk and value creation data.
- Developed routine reporting package, inclusive of high-level project dashboard, to monitor project manager workload, project pipeline/volume/financials, key performance indicators, data quality, and project closeout requirements.
- Served as Reporting SME, as well as participated in all application design reviews on the Kahua Advisory Team. Kahua is expected to replace all current PJM technology across the company.

CBRE Client 2 - Sr. Business Intelligence Data Analyst (CBRE - CISCO Project Mgmt Team) 2013–2015

Promoted to assist a high-risk account in establishing project cost benchmarks and improve operations reporting. With support of the operations and execution team, managed all capital project data collection, and developed presentation materials for monthly and quarterly reporting. Also assisted in process improvement planning, execution, and training.

- Led an effort to improve data quality by **25%** by establishing a routine data management/integrity report, resulting in more efficient reporting practices. Report developed using written, calculated, data validation rules.
- Established cost benchmarks using historical cost data, then applied predictive analytics to forecast future project financials.
- Designed a workbook that warehoused detailed information in support of performance metrics measured on a monthly and quarterly basis. The workbook was modeled to efficiently measure weighted performance scores globally, regionally, and individually to identify areas of opportunity and success in each area.
- Developed a report to assist in monitoring of the financial closeout process. The average number of projects in closeout reported quarterly improved (decreased) by **50%**, allowing for earlier capitalization of assets.
- Established workload gearing ratios, and designed a reporting model to measure current, as well as forecast future staffing needs. This model was used to gain approval for additional headcount from the client.
- Developed a client-facing project dashboard that provided a 1-page snapshot of project scope, financials, schedule, risk, and status updates for each capital project.

CBRE Client 1 - Business Intelligence Data Analyst (CBRE - Bank of America Project Mgmt Team) 2010–2013

Provided analyst support nationally on one of the largest CBRE client accounts. Duties include forecasting and monitoring of cash flow, project schedule, project quality, project closeout, and performance goals.

- Accompanied Senior Analyst / Operations Manager in leading a data governance and data management effort to completely overhaul the accuracy and volume of data received to provide meaningful reporting.
- Supported project management execution team in achievement of green status for all performance goals by creating a dashboard database, distributed weekly, in Access/Excel to provide a high-level view of project financials, progress, and volume. Received **“Bravo”** award in January 2013 in recognition of value added to the national platform by this report.
- Revitalized awarded dashboard to monitor performance metrics by a new methodology after account realignment, due to client request. The new dashboard was ultimately adopted by the client to measure KPI goals internally for all facility partners. Received **“Bravo”** award in June 2013.
- Received **“Bravo”** award in August 2011 for outstanding leadership and cash flow forecasting of the Retail Capital Improvement program, which consisted of over **775** projects and **\$50MM** in capital expenditures. This led to a **“Spotlight”** award, selected individually from quarterly **“Bravo”** award winners.

Education

Bachelor of Science (BS), Finance, **Cum Laude**, Naveen Jindal School of Management
The University of Texas at Dallas, Richardson, TX

Also completed some graduate level coursework for MBA with a concentration in Real Estate.

Technical Skills

SQL (PostgreSQL, SSMS), Python3 (Jupyter Notebooks / PyCharm / Repl.it), HTML(5), CSS/Bootstrap, Looker, LookML, Alteryx, Tableau Prep, Tableau Dashboard Dev, PowerBI Dashboard Dev, PowerQuery, PowerPivot, DAX Calculated Columns & Measures, SSRS, SSIS, Advanced Excel, Data Analysis, Spatial Analysis, Data management, Data Governance, PMO Support, MS Access, Visio, Argus, MS Project, MS Office Suite, Variety of Project Mgmt Applications