Spencer Franklin

- Business Intelligence Analyst II -

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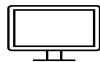
CONTACT

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SUMMARY

Results-driven Business Intelligence Analyst with extensive experience leveraging Power BI to develop dynamic, interactive dashboards. Proficient in SQL, data modeling, and DAX. Eager to apply advanced analytics expertise and leadership to drive impactful, data-backed business solutions.

TECHNICAL SKILLS

EXTRACT / SCRAPE	CLEANSE / MODEL	VISUALIZE / ANALYZE	PRESENT
SQL ++++	Star Schema +++	Power BI +++++	Power Point ++++
Power Query +++	SQL ++++	Tableau +++	SharePoint Website ++++
Power Automate +++	Power Query ++++	Excel +++	Power BI Workspace +++

EDUCATION

Miami University	Oxford, OH
B.S. Finance	May 2019

CERTIFICATIONS

Database Querying with SQL
 -Guild Program at CCHMC 2024
Introduction to Structured Query Language
 -University of Michigan 2023
SQL for Data Science
 -UC Davis 2023
Microsoft Power Tools for Data Analysis

Computer Languages

M (Power Query) +++
Dax ++++
SQL ++++

EXPERIENCE

Business Intelligence Analyst II (Jan 2024 – Current)
Cincinnati Children's Hospital, Cincinnati, Ohio

Collaborated with the director to design a schema in Denodo
- Utilized data virtualization platform to build a reporting layer that consolidated fact and dimension tables into logical data schema
- Designed views to simplify connection building and data modeling within Power BI
- Developed transaction summary views using first value & partition by functions to determine largest gift amount, first gift date, etc.
- Created standalone reporting views with multiple temporary table references for specific scenario analysis

Responsible for Business Object report migration to Power BI
- Led the migration of Business Object reports to Power BI, consolidating them into team specific dashboards
- Managed the entire development pipeline for dashboards, including: VQL Denodo view creation, data modeling & connection building, Dax development, dashboard design and visualization, and presentation

Business Intelligence Analyst II (Jan 2024 – Current)

Cincinnati Children's Hospital, Cincinnati, Ohio

Experience with Advanced Power BI functionality and features
- Developed interactive dashboards and reports using Power BI's buttons and bookmarks to enhance user navigation and experience, enabling users to switch between report views with ease
- Implemented custom date range filters for dynamic reporting, allowing users to analyze data over specific time periods and boosting the flexibility of reports
- Created and deployed paginated reports in Power BI to provide pixel-perfect, printable reports that meet business requirements for detailed and formal reporting
- Applied and maintained access privileges to ensure data governance, limiting access to sensitive data while enabling collaboration across teams
- Integrated Power BI with external data sources (e.g., SQL Server, Excel, SharePoint, Denodo)

Project Management and Process Improvement
- Experience analyzing workflows and building solutions to increase productivity
- Led implementation of different Saas products that reduce manual intervention in processes
- Examples of process improvement initiatives I completed
   I.   Built Power automate flows to send form responses to email, split tabs in excel file, custom report refreshes in Power BI
   II.   Used Power BI alerts to notify gift officers of new individuals who have entered their portfolio
   III. Provided training and implemented several solutions for process improvement related to the following Microsoft products: SharePoint site, document library, forms, loop workspaces, planner, teams channels, SharePoint lists, one drive
   IV. Automated report distribution using paginated reports

Senior Data Analyst (May 2021 – Jan 2024)

EMCOR Facilities Services, Cincinnati, Ohio

Promoted to senior position to build out EFS Data Analytics Team
-Trained Junior Analysts: Mentored and trained junior analysts in Power BI dashboard development

SQL Development Experience
-Developed SQL views that joined multiple fact and dimension tables, providing cohesive datasets for analysis
-Translated user requirements into technical specifications for SQL development

Power BI Model Development for Financial Metrics
- Supported the Finance team with data analytics and reporting requests, ensuring timely and accurate insights
- Defined financial metrics and KPIs using DAX, establishing company-wide standards
-Utilized SQL views to aggregate large historical datasets, optimizing performance
-Created customer-facing dashboards to present financial data to clients
-Managed Power BI access privileges, ensuring proper licensing for non-enterprise users
- Developed a work order management BI dashboard that integrated a Power Automate button which sent automated emails to the account team containing work orders that need action. Increased On-Time completion % of WOs by 20%

Project Management
-Experience working with Power Apps dev on advanced Power Automate flows. I gathered the user requirements and designed a process to automate sending outstanding work orders to subcontract vendors for updates. This project led to 300+ automated emails a day that eliminated the need for three FTEs who were managing this process manually
-Responsible for setting up recurring meetings with department heads (IT, Finance, Operations) to gain alignment on Power BI dashboards