

KRYSTLE CEASAR

Webster, TX | (409)-502-4564 | krystleceasar@gmail.com | [linkedin.com/in/krystleceasar](https://www.linkedin.com/in/krystleceasar)
Analytics Portfolio: [Data Career Jumpstart](#) | **Projects:** krystleceasar.notion.site | [Tableau Public](#)

Business-minded analytics professional with 8 years of operations experience and an MBA in Business Analytics. Experienced in using data to identify trends, investigate business challenges, and support data-driven decision-making. Brings hands-on experience in Excel, SQL, and Tableau, along with strengths in visual communication, project coordination, and cross-functional collaboration.

SKILLS & PROJECTS

Skills: Data Analysis, Microsoft Excel, SQL, Tableau, Data Visualization, Dashboards

Massachusetts Education Dashboard (Tableau): Analyzed graduation, dropout, college attendance, and math proficiency across 1.8K+ schools, identifying an inverse relationship between economic disadvantage and college attendance and flagging district-level performance concerns.

IDA Lending & Development Analysis (SQL, Tableau): Analyzed El Salvador's IDA lending and repayment history using World Bank data, applying SQL to isolate current credit records, assess IDA's development contributions, and identify financial discrepancies with project documentation.

DoorDash Customer Segmentation (Excel): Segmented ~2,000 customers across 6 campaigns and uncovered that Campaign 5's smaller cohort spent ~67% more per customer than Campaign 6, highlighting high-value segments for smarter marketing.

PROFESSIONAL EXPERIENCE

Snow Data Science — Marketing Analyst Intern | Aug 2026 – Oct 2026 | Remote

- Analyze 12 months of Google Search Console data in Excel to identify performance trends, investigate business questions, and uncover opportunities to improve organic search visibility and engagement.
- Investigate data quality and URL duplication issues by developing validation rules, comparing tracking and domain variants, and manually verifying page content to strengthen the reliability of analytical findings.
- Refine analyses in response to stakeholder feedback and new business context, validating assumptions and translating findings into visualizations and actionable recommendations.
- Co-lead a five-person analytics team, coordinating progress, reviewing analyses, and standardizing reporting guidelines.

AI Evaluation & Data Quality (Contract/Freelance, Remote):

Handshake AI — AI Analyst | Jun 2026 – Present

- Evaluate AI-generated outputs for accuracy, quality, and compliance with structured rating guidelines.
- Identify errors, edge cases, and inconsistencies to support model improvement and data integrity.

TELUS Digital — Data Analyst | May 2026 – Present

- Assess AI-generated data for relevance, accuracy, and quality across research and annotation tasks.

- Apply detailed guidelines and structured criteria to ensure consistency and high-quality standards across independent work.

Analytics Externships (Project-Based, Remote):

Extern.com — Amazon & Beats by Dre | Aug 2025 – Feb 2026

Operational Strategy & People Analytics Extern (Amazon)

- Assessed ~140 Glassdoor reviews using sentiment analysis, thematic coding, and root-cause analysis in Excel and Python to identify attrition risks and operational challenges.

Data Analytics Extern (Beats by Dre)

- Analyzed ~4,000 survey responses and online reviews in Excel and Python to identify sound-quality pain points and competitive gaps.

Operations & Project Coordination:

Lead Consultant

FedEx Office — Pasadena, TX | Jan 2021 – Oct 2025

- Coordinated complex print projects, including multi-component and high-volume orders up to \$10,000, ensuring specification accuracy and timely fulfillment.
- Managed and quality-checked 25–50 weekly print orders, coordinating with stores and production plants to resolve constraints and meet deadlines.
- Validated weekly order data in Excel and reconciled system records with physical inventory to identify and resolve discrepancies.
- Reviewed KPI dashboards with management twice weekly, contributing to consistent 98–100% compliance for Full-Service Surcharge and Priority Print.
- Investigated operational and cash discrepancies by analyzing till summaries and transaction records to document findings for resolution.

Store Consultant

FedEx Office — Kemah, TX | Jul 2017 – Jan 2021

- Entered customer and shipment information with a focus on data accuracy, documentation, and compliance, while supporting production workflows through material preparation, basic quality checks, and adherence to structured processes.
- Consulted with customers to define project needs, recommend solutions, and ensure accurate order setup, supporting coordination and problem-solving that led to promotion.

EDUCATION

Data Analytics Bootcamp Certificate

Data Career Jumpstart — Online | Expected Nov 2026

Master of Business Administration in Business Analytics, 3.80 GPA

Lamar University — Beaumont, TX | May 2025

Bachelor of Fine Arts in Graphic Design, 3.61 GPA

University of Houston-Clear Lake — Houston, TX | May 2014