# JEFFREY FRANKENFELD

Westminster, Colorado | 303-725-2012 | jeff.frankenfeld@outlook.com www.linkedin.com/in/jeffrey-frankenfeld/ | www.jeff-frankenfeld.com/

Business-focused **Data Analyst** skilled in SQL, Python, Tableau, and Excel, with a strong foundation in statistical analysis, data wrangling, and visualization. Known for quickly identifying actionable insights that improve efficiency, increase revenue, and support key business decisions.

Collaborative and solutions-oriented, with a track record of working cross-functionally to solve operational challenges and drive results. Experienced in leading teams and managing end-to-end processes, bringing structure and clarity to complex projects while deriving insights that influence action. Passionate about using data to anticipate future challenges, streamline operations, and contribute to a company's strategic growth.

# **CORE STRENGTHS**

- **Stakeholder Alignment & Impact Focus:** Proven ability to align analysis with business priorities, ensuring results are relevant, understandable, and decision-ready
- Adaptability: Thrives in evolving data environments; flexible when working with changing tools, objectives, or datasets
- Detail-Oriented Execution: Skilled at identifying data inconsistencies and ensuring accuracy across all phases of analysis

# PROJECTS

#### Instacart Grocery Basket Analysis

- Conducted an exploratory analysis of Instacart transaction data to uncover sales patterns and optimize targeted marketing strategies
- Identified peak shopping hours and recommended ad placement during off-peak times, projected to increase daily orders by 5%
- Designed a pricing segmentation model, leading to a 10% increase in average order value through targeted promotions
- Built data visualizations using Matplotlib and Seaborn to present insights to stakeholders

#### Citi Bike Data Analysis & Strategic Dashboard

- Analyzed over 20 million Citi Bike trips from 2022 and identified key bottlenecks in bike distribution using Python
- Developed an interactive Python dashboard in Streamlit to visualize bike demand fluctuations, geographic availability and seasonal trends
- Developed a predictive model in Python that reduced station congestion by 20%, optimizing bike availability and improving user experience
- Integrated real-time NOAA weather API data to analyze the impact of weather patterns on bike usage trends

#### **Crop Yield Prediction & Optimization**

- Developed a predictive model (Decision Tree and Regression) to forecast crop yield based on rainfall, temperature, soil type and resource usage
- Created an interactive dashboard in Tableau to visualize regional crop performance trends and key yield factors
- Used Dickey-Fuller tests and autocorrelation plots to assess stationarity and improve forecasting accuracy

## WORK HISTORY

## Meati – Boulder, CO

#### **Research & Development Fermentation Manager**

- Led a team of 15 in a data-driven production environment, optimizing fermentation processes through data tracking, guality control analysis and predictive modeling to improve efficiency and output
- Spearheaded the planning, scheduling and execution of fermentation runs and research development trials, utilizing strong organizational skills and effective leadership to drive successful outcomes
- Managed procurement processes for essential resources including ingredients, chemicals, and equipment to support efficient and uninterrupted fermentation operations
- Took initiative in creating, refining and maintaining comprehensive documentation crucial for operational efficiency, encompassing Standard Operating Procedures (SOPs), batch sheets, training aids and onepoint lessons, ensuring clarity and consistency across all facets of operations

#### **Fermentation Supervisor**

- Implemented the integration of novel ingredients and machinery into mycelium production processes, demonstrating adaptability and innovation in enhancing production capabilities
- Provided comprehensive training to new employees, covering various procedures such as media creation, mycelium inoculation, laboratory protocols, operational guidance, and career development, fostering a knowledgeable and skilled workforce
- Developed strategic plans for Clean-in-Place (CIP) and Sterilization-in-Place (SIP) practices for reactors across all shifts, contributing to enhanced plant efficiency and optimized operational workflows
- Maintained a proactive approach to documentation creation and refinement, continuously improving • operational procedures and ensuring consistency in results and product quality

#### **Senior Fermentation Technician**

## Ibotta - Denver, CO

#### **Technical Account Manager**

- Established the technical infrastructure and successfully launched Consumer Packaged Goods (CPG) offers for off-platform distribution, demonstrating proficiency in project management and technical implementation
- Monitored campaign budgets, ensuring adherence to financial targets and preventing overages, with budgets managed reaching up to \$1 million
- Maintained regular communication with clients and retailers, proactively addressing and resolving application issues to enhance customer satisfaction and operational efficiency

#### **Technical Analyst**

- Supported the accurate setup and QA of CPG promotions across the lbotta platform, collaborating cross-functionally to maintain data accuracy and timely campaign execution
- Leveraged internal tools and emerging SQL skills to validate data, resolve discrepancies, and improve offer accuracy across the campaign lifecycle

# EDUCATION

#### Certified Data Analyst – CareerFoundry

- Comprehensive training in SQL, Python (Pandas, NumPy, Scikit-Learn), Tableau and Excel
- Applied machine learning, statistical analysis and A/B testing to real-world datasets

#### Bachelor of Science – Food & Fermentation Science – Colorado State University

Integrated biological and chemical principles to analyze food production processes, emphasizing datadriven quality assessment, food microbiology and process optimization

2022 - 2023

# 2020 - 2021

# 2020 - 2022

2019 - 2020

2021 - 2022

#### 2021 - 20242023 - 2024