

Jackson Garnett

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Experience

Florida Department of Highway Safety & Motor Vehicles

Mar 2022 - Present

Director of Business Analytics

- Administer Tableau Cloud, Public, Server environments for 1100+ users; leverage TabCMD, TSM, Python TSC to maintain and optimize Tableau environments
- Manage statistics and analytics teams completing 2,000+ data requests annually, reporting to cabinet and executive office
- Lead department-wide data quality initiatives to improve accuracy and completeness of data
- Automate reporting with SSRS, Tableau, Excel; freeing up hundreds of hours annually
- Lead transition to SaaS Tableau Cloud environment while maintaining LoS; improve security, up-time, accessibility; partner with external vendors for integrations
- Partner with bureau chiefs to build data and reporting processes, eliminate blind spots and prioritize areas of improvement

Apple Inc.

May 2017 - Mar 2022

Business Data Analyst

- Collaborated with cross-functional partners including WW EDU Marketing, WW EDU Strategy; created end-to-end data and reporting processes for new global continuing education program; managed pipeline and reporting for 1,200+ candidates per cohort
- Regularly presented insights on progress, requisites, and process improvements to leadership; transitioned to launch across geos including NAMR, ANZ, and EMEA
- Designed, developed, and maintained 10+ dynamic Tableau dashboards with advanced functions for multiple teams across business units
- Queried, blended, and visualized disparate data source, analyzed national sales data to understand deployed fleets and historic purchasing trends; transformed raw data into actionable insights and provide a holistic view of education programs
- Led team of 60+ Campus Leaders, organized and executed marketing campaigns, analyzed efforts to replicate and scale at universities nation wide; made recommendations directly to Campus Program managers and WW EDU leadership

Education

Florida State University

M.S. Business Analytics

B.S. Management Information Systems

B.S. Business Administration

Technical Skills

SSRS, SSMS,
Crystal Reports,
Tableau & Prep,
TabCMD, TSC,

ServiceNow, PostMan,
Linux, UNIX,
SAP, CRM, C++, R,
Python, Swift,
Pandas, Numpy

scikit-learn, PyTorch
Qualtrics, SurveyMonkey
SAP Business Objects,
MSSQL, MySQL,
PostgreSQL, Oracle