

KEVIN PARRA-OLMEDO

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• North Plainfield, New Jersey

Summary

Business Intelligence Analyst with a Master's degree in Computer Information Systems and progressive Verizon experience, advancing from a Business Intelligence Apprentice into a full-time analyst role. Skilled in SQL, Teradata, Google BigQuery, Looker, Qlik, and Tableau, with hands-on experience analyzing customer experience and promotional data, developing dashboards and KPI reports, and translating complex business questions into actionable insights for leadership and cross-functional stakeholders. Experienced in translating complex business questions into data-driven reporting solutions, fulfilling ad hoc data requests, and leveraging AI tools such as Google Gemini and NotebookLM to improve research, reporting, and workflow efficiency. Additional technical experience includes front-end web development and the creation of internal digital resources.

Skills

Technical Skills:

Business Intelligence & Data Visualization: Looker, Tableau, Qlik, Dashboard Development, Data Visualization, KPI Scorecards, Leadership Reporting, Recurring Reporting, Ad Hoc Reporting, ACSS, Verint,
Databases & Query Languages: SQL, Teradata, Google BigQuery, MySQL, Relational Databases, Data Extraction, Data Validation, Data Reconciliation, Query Development
Database & Query Tools: Toad Data Point, DBeaver, MySQL Workbench, Google BigQuery Console (GCP)
Data Analysis: Customer Experience Analytics, Promotional Performance Analysis, KPI Tracking, Trend Analysis, Survey Analysis, Customer Interaction Analysis, Root-Cause Analysis, Data Quality Assurance
Artificial Intelligence & Productivity Tools: Google Gemini, Google NotebookLM, AI-Assisted Research, Content Summarization, Documentation Support, Information Synthesis
Google Workspace: Google Sheets, Google Slides, Google Docs, Google Drive, Google Forms, Google Colab

General Skills:

Communication & Collaboration: Agile, Scrum, Jira, Sprint Reviews, Requirements Gathering, Cross-Functional Collaboration, Stakeholder Engagement
Analytical & Problem-Solving: Critical Thinking, Problem-Solving, Sound Judgment, Root-Cause Analysis, Technical Troubleshooting
Organization & Execution: Attention to Detail, Time Management, Task Prioritization, Process Organization, Independent Work, Accountability
Learning & Adaptability: Rapid Learning, Knowledge Assimilation, Adaptability, Intellectual Curiosity, Ability to Navigate Changing Priorities and Work Environments
Languages: Bilingual — English and Spanish

Experience

Verizon

Basking Ridge NJ

Business Intelligence Analyst

09/2025 - Present

- Write and optimize SQL in Teradata and BigQuery across datasets containing thousands to millions of records using CTEs, joins, subqueries, aggregations, and stored procedures.
- Analyze churn, disconnects, retention, tenure, repeat contacts, dissatisfaction, promotional adoption, and lifecycle behavior; calculate churn rates and identify attrition pain points.
- Manage incoming data and reporting requests through an intake process, delivering raw datasets, ad hoc analyses, recurring reports, or interactive dashboards based on stakeholder needs.
- Support promotional analysis by tracking customer contacts, offer performance, issue trends, and other KPIs following the release of new promotions.
- Develop and maintain leadership-facing dashboards and recurring reports that track key performance indicators for newly launched promotions and wireless plans.
- Leverage Google Gemini and NotebookLM to enhance research, organize reporting inputs, identify key themes, refine written insights, and streamline recurring analytical workflows.
- Use Python and Domino to connect to databases, automate analytical workflows, schedule recurring processes, execute queries, and distribute team outputs.
- Collaborated with customer experience and leadership in Agile/Scrum environments to translate business needs into analytical solutions.
- Apply forecasting and predictive methods through professional work, including time-series forecasting, regression, decision trees, and classification metrics.

Business Intelligence Apprentice

09/2024 - 09/2025

- Supported SQL query development in Teradata and Google BigQuery to extract, validate, and analyze customer interaction, promotional, and customer-experience data.
- Assisted with recurring reports, ad hoc data requests, dashboard updates, and data-quality validation for analysts, senior managers, and business stakeholders.
- Collaborated with analysts and senior managers to gather requirements, investigate customer trends, document processes, and build familiarity with Looker, Qlik, Tableau, Google Workspace, and Verizon data environments.

LVMH Watch & Jewelry

Springfield, NJ

Technician

05/2024 - 09/2024

- Manage and maintain the digital stock of clients to ensure functionality and customer satisfaction.
- Reboot and troubleshoot software for digital products.
- Conduct post-reboot software testing to ensure digital stock meets client requirements and is fully operational.

Education

Kean University of New Jersey (Master of Science Degree)

Union, NJ

Computer Information Systems | GPA: **3.63** / 4.0

09/2022 - 12/2023

Kean University of New Jersey (Bachelor of Science Degree)

Union, NJ

Computer Science | GPA: **3.63** / 4.0

09/2020 - 05/2022

- Cum Laude Honor Graduate (Spring 2022)
- Dean's List Honoree (Spring 2021)
- Lambda Alpha Sigma Honors List (Fall 2021)

Raritan Valley Community College (Associate of Science Degree)

Branchburg, NJ

Information Systems & Technology | GPA: **3.18** / 4.0

09/2017 - 05/2020

- Deans List Honoree (Spring 2020)

North Plainfield High School (High School Diploma)

North Plainfield, NJ

Liberal Arts | GPA: **3.59** / 4.0

09/2014 - 06/2017