

BRODENHALL

broden-hall@uiowa.edu / 319-432-1915 / Iowa City IA

Summary

Data-driven problem solver experienced in SQL, Power BI, and Python, with project management experience leading dashboards, models, and analytics projects from concept to execution.

Experience

CRST Dedicated Solutions - Business Analyst Intern 05/2025 - 08/2025 Cedar Rapids, IA

- Collaborated with stakeholders to define requirements and deliver SQL and Power BI analyses that uncovered towing cost spikes, enabling leadership to implement targeted cost-control and process improvement measures.
- Built and launched the Nutmeg performance dashboard in Power BI through close stakeholder collaboration, aligning expectations and reducing labor cost share by 20 percent, enhancing productivity, financial analysis, and decision making.
- Scoped and proposed an equipment idle time monitoring dashboard, improving asset recovery speed and cost tracking.
- Led requirements-gathering sessions with leadership and partnered in agile sprints to translate complex business needs into scalable product solutions.

SCHEELS - E-Commerce Fulfillment Associate 09/2021 - Current Iowa City, IA

- Managed daily processing of 250–1,000 orders daily, ensuring on-time delivery and maintaining top-half performance among 34 stores nationwide.
- Improved order workflows and stock handling processes, increasing operational efficiency and accuracy in a lean, fast-paced environment.
- Trained and mentored 6–8 new associates annually, creating onboarding materials and standardizing fulfillment procedures to improve team productivity.

Project + Research Highlights

- Electric Vehicle Station Analysis.** Analyzed 70K North American fuel stations using Python, mapping geospatial fuel type trends with pandas/matplotlib.
- Macroeconomic Forecasting.** Built regression model ($\text{Adj. R}^2 = 0.819$) to predict Federal Funds Rate, identifying GDP & inflation as key drivers. Applied results as a decision-support tool for scenario planning and policy strategy.
- Sustainability Case Competition.** Developed proposals for an AI mentorship platform and solar infrastructure expansion, framing initiatives as scalable products to improve student engagement and reduce campus energy demand.

Education

Expected in 05/2026

University of Iowa – Tippie College of Business

Iowa City, IA

B.B.A.: Business Analytics & Information Systems

Extracurricular: Tippie Tech, Applied AI, Intramural Sand Volleyball

Skills

Data & Analytics Tools

- SQL, Python, HTML, Power BI, Excel, Jupyter Notebook, Oracle, SaaS

Methods & Techniques

- Data Cleaning, Data Visualization, Data Analytics, Regression & Forecasting, Optimization, Data Modeling, Agile Scrum, Machine Learning

Business & Project Management

- Project Scoping & Requirements Gathering, Cross-Functional Collaboration, Dashboard Design, Process Improvement, Communication Skills, Azure

Certifications

- Power BI: Dashboards for Beginners (Microsoft/LinkedIn)
- SQL for Data Analysts (LinkedIn Learning)
- Python for Data Analysis (LinkedIn Learning)
- Excel: Advanced Data Analysis (Microsoft)

Websites, Portfolios, Profiles

- linkedin.com/in/broden-hall
- <https://github.com/BrodenHall>