

DARREN REID

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Business Analytics

Analytical and detail-oriented Business Analytics professional with experience supporting data-driven decision-making across retail operations, business development, compliance, and administrative environments. Skilled in data tracking, performance metrics, reporting, workflow optimization, and process improvement. Strong ability to analyze trends, interpret data, and translate insights into actionable recommendations. Adept at using analytical tools, managing large datasets, and supporting cross-functional teams in fast-paced environments. Committed to accuracy, efficiency, and delivering measurable results.

CORE SKILLS

- Data Analysis & Reporting
- Performance Metrics & KPI Tracking
- Business Analytics & Insights
- Excel (Pivot Tables, VLOOKUP, Dashboards)
- Data Visualization (Charts, Graphs, Presentations)
- Predictive Analytics (Coursework)
- CRM & Data Management Systems
- Workflow Optimization
- Retail & Inventory Analytics
- Lead Generation Analytics
- Compliance & Quality Review
- Problem Solving & Critical Thinking
- Communication & Cross-Functional Collaboration
- Time Management & Organization

PROFESSIONAL EXPERIENCE

Budtender Housing Works Cannabis Co. – New York, NY | 10/2025 – 02/2026

- Monitored inventory levels and analyzed product movement to support restocking and merchandising decisions.
- Provided product education and collected customer feedback to support sales insights.
- Ensured compliance with state regulations through accurate data entry and documentation.
- Supported daily operational reporting and workflow accuracy.

Business Development Intern Soilmate – Miami, FL | 06/2024 – 04/2025

- Tracked lead generation metrics, conversion rates, and outreach performance using Trello and web-based data tools.
- Analyzed customer engagement trends to support business development strategies.
- Organized and maintained prospect databases to ensure accurate reporting and follow-up.
- Prepared weekly performance summaries to support leadership decision-making.
- Conducted outreach calls and documented results to improve pipeline visibility.

Seasonal Fulfillment & Receiving Support Associate Macy's – Miami, FL | 10/2024 – 01/2025

- Managed merchandise data, ensuring accurate inventory counts and stock availability.
- Processed online orders and tracked fulfillment metrics to support operational efficiency.
- Maintained organized stock areas to improve workflow and reduce processing time.

Accounts Receivable Administrator L.S. Tech Land Surveying & Engineering – Elmhurst, NY | 08/2020 – 12/2021

- Monitored payment activity and maintained accurate financial records for reporting.
- Prepared procurement documents and bid packets using detailed data verification.
- Communicated with clients to resolve discrepancies and ensure accurate account status.
- Supported administrative workflows with strong attention to detail and documentation accuracy.

EDUCATION

Bachelor of Business Administration (BBA), Business Analytics Florida International University – Miami, FL | April 2025

Certificate: Predictive Analytics for Inventory & Marketing Fashion Institute of Technology – New York, NY | November 2025