Hello, I'm Bradly Heathcote

Business Analyst

Results-driven Business Analyst with a strong educational background in Business Administration and Management. Demonstrated success in an internship at IBM, where I leveraged analytical skills to provide valuable insights and recommendations for process improvement. Eager to apply my expertise and contribute to a dynamic organization in a Business Analyst role.

CONTACT

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PROJECTS

Business Process Redesign

Collaborated on a project to redesign business processes for a local business

Redesigned business processes for a local business through collaborative efforts.

· Conducted detailed analysis of current business processes

· Conducted thorough analysis to understand root causes of inefficiencies

· Developed a comprehensive report summarizing the findings and recommendations for process redesign

EXPERIENCE

Business Analyst Internship   Aug '23 - Jan '24
IBM · Denver, CO, USA

· Conducted thorough interviews with stakeholders to gather requirements for a new software system, resulting in a comprehensive understanding of user needs and business objectives

· Developed data models and conducted statistical analysis to support business decision-making

· Analyzed consumer behavior data to determine customer preferences and develop targeted marketing strategies

· Conducted in-depth competitive analysis for a key product line, identifying market trends and potential opportunities for growth

· Generated weekly reports for senior management, providing key insights on project progress and performance.

EDUCATION

Stanford University | Bachelor's Degree
Business Administration & Management, General · Grade: 3.8 · Graduation: Dec '23

Relevant Coursework: Advanced Data Analysis, Business Statistics, Economics of Strategy, Financial Accounting, Management Information Systems, Project Management