Will LeFils

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PROFILE AND TECHNICAL SKILLS

Data Analyst and MBA graduate specializing in strategic sustainability. Key skills include significant professional experience with **SQL**, **Tableau**, and **R**. Excellent at finding business insights and communicating them in clear and compelling reports, presentations, and dashboards. Demonstrated expertise in business and municipal data analysis, sustainability/ESG frameworks, stakeholder management, and collaboration on cross-functional teams.

EXPERIENCE

California State Polytechnic University, Humboldt - School of Business

Junior Data Analyst (Graduate Assistant)   Aug 2022-Aug 2023

Incorporation Feasibility Study

- Conducted data-driven, innovative feasibility study to assess the potential incorporation of Humboldt County's largest unincorporated community using business intelligence software.

- Performed **SQL** and **Excel**-based analysis of government financial data, developed economic forecasts, and calculated scenario analyses predicting best, average, and worst-case financial outcomes, creating complete pro forma financial statements to aid stakeholder decision-making.

- Led the creation of interactive dashboards in **Excel** and **Tableau** detailing KPIs such as financial ratios, metrics, and demographic trends of local cities and the county for simple comparison and strategic planning.

- Designed and built a financial database providing a centralized repository of all local municipal financial data, serving as a resource for budget planning, financial reporting, and decision-making purposes of local community stakeholders, including incorporation committees and LAFCO.

Cannabis Entrepreneurs Research Project

- Performed comprehensive research on legal cannabis entrepreneurs, involving interviewing respondents, A/B testing, hypothesis testing, data cleaning, encoding qualitative responses into quantifiable data, and analyzing responses to extract insights.

- Prepared detailed report containing intuitive visualizations made with **Tableau** and **Excel** to illustrate findings to stakeholders including the California Department of Cannabis Control.

- Developed and fine-tuned accuracy of supervised machine learning models (logistic and linear regression) using **R** to identify key predictors of profitability in the legal cannabis industry.

- Spearheaded statistical analysis of vertical integration prevalence in the California cannabis industry, examining variables including county, geographic region, urbanity, and license type.

City of Arcata - Finance Department

Financial Analyst Intern   Aug 2020-Dec 2020

- Increased city revenue by over $25,000 by resolving errors in utility billing, identified $72,000 of unused funds during the grant reconciliation process, and revised the notes receivable schedule.

- Demonstrated proficiency in financial analysis, forecasting, and predictive modeling in **Excel** via ad hoc requests from stakeholders.

EDUCATION

California State Polytechnic University, Humboldt
Master of Business Administration – Strategic Sustainability (4.0 GPA)   2023

California State Polytechnic University, Humboldt
Bachelor of Science, Business Administration - Finance (3.6 GPA)   2020