

# SHABANA WOLLIN

## Milwaukee, Wisconsin, USA

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### Professional Summary

Detail-oriented Excel specialist with over 18+ years of experience in creating customized dashboards, troubleshooting complex formulas, and developing unique metrics solutions for Agile teams and executive leadership. Proven ability to enhance decision-making processes through effective data visualization and insightful analysis.

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### Key Skills

- **Advanced Excel Skills:** Proficient in functions (VLOOKUP, INDEX/MATCH, SUMIFS, etc.), pivot tables, and data analysis tools.
- **Dashboard Creation:** Expertise in designing interactive and user-friendly dashboards tailored to client needs.
- **Data Visualization:** Skilled in creating compelling visual representations of data to drive insights.
- **Problem Solving:** Strong troubleshooting skills to resolve formula errors and optimize performance.
- **Agile Methodologies:** Experience in working with Agile teams to deliver actionable metrics and reports.

### Advanced Excel Functions:

- Proficient in using complex functions such as **VLOOKUP**, **HLOOKUP**, **INDEX/MATCH**, **XLOOKUP**, **SUMIFS**, **COUNTIFS**, and **AVERAGEIFS** to perform detailed data analysis and retrieval.
- Skilled in utilizing **array formulas** and **dynamic array functions** (e.g., **FILTER**, **SORT**, **UNIQUE**) to streamline data processing and enhance analysis efficiency.
- **Data Visualization and Dashboard Creation:**
  - Expertise in building interactive dashboards using **Excel's Power Query** and **Power Pivot**, enabling users to visualize key performance indicators (KPIs) effectively.
  - Proficient in creating a variety of data visualizations, including charts, graphs, and tables that are visually appealing and easy to interpret.

- Ability to design **conditional formatting** rules to highlight important data trends and anomalies.

### **Data Analysis and Business Intelligence:**

- Experience with **Excel's Data Model** and **DAX (Data Analysis Expressions)** for advanced calculations and analytics within Power Pivot.
- Skilled in conducting what-if analysis using **Goal Seek**, **Scenario Manager**, and **Data Tables** to support strategic decision-making.
- Familiarity with **Power BI** integration for enhanced data visualization and reporting capabilities.

### **Problem Solving and Troubleshooting:**

- Strong skills in debugging and troubleshooting complex formulas and models to ensure data accuracy and integrity.
- Ability to identify and resolve common Excel errors (e.g., **#REF!**, **#VALUE!**) and implement best practices for formula auditing.

### **Collaboration and Sharing:**

- Proficient in using **Excel's collaboration features**, such as **co-authoring**, **commenting**, and **version history**, to facilitate teamwork on projects.
- Knowledge of sharing options in Office 365, including sharing workbooks via OneDrive and SharePoint for real-time collaboration.

### **AI, Automation and Efficiency:**

- Familiarity with **Excel Macros** and **VBA (Visual Basic for Applications)**, **Python**, **PowerPivot**, **PowerBI** to automate repetitive tasks and enhance workflow efficiency.
- Ability to create and manage **Excel Templates** that standardize processes and reporting formats for clients.

### **Data Management:**

- Expertise in importing, cleaning, and transforming data from various sources using **Power Query**.
  - Skilled in organizing and managing large datasets, ensuring data integrity and accessibility for analysis.
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# Professional Experience

## Freelance Excel Consultant

### Bluefrog Technologies LLC

– Milwaukee, Wisconsin, USA

- Developed and implemented customized Excel dashboards for various clients, enhancing reporting capabilities and data interpretation.
- Designed interactive dashboards using **Power Query** and **Power Pivot**, enabling clients to visualize key metrics and track performance in real-time.
- Conducted comprehensive data cleaning and transformation using **Power Query**, enhancing data accuracy and integrity for client reports.
- Created complex models utilizing **DAX** calculations to derive meaningful insights from large datasets, enabling executive leadership teams to make informed decisions.
- Implemented advanced charting techniques and **conditional formatting** rules to visually communicate trends and critical data points effectively.
- Automated data entry and repetitive tasks through **Excel Macros** and **VBA**, significantly reducing processing time and minimizing errors for clients.
- Trained clients in advanced Excel techniques, including pivot tables and data analysis tools, empowering them to utilize Excel more effectively in their workflows.
- Collaborated with Agile teams to develop metrics dashboards that incorporated real-time data, facilitating informed project management and strategic planning.
- Troubleshoot and resolved complex formula errors, ensuring that all data models functioned correctly and provided accurate insights.
- Leveraged **Excel's collaboration features** to work seamlessly with clients in real-time, enhancing project outcomes through effective communication and teamwork.
- Collaborated with Agile teams to create metrics dashboards, providing real-time insights that support project management and strategic decision-making.
- Assisted executive leadership teams by troubleshooting complex formula issues and optimizing existing Excel models for improved efficiency.
- Conducted training sessions to empower clients with the skills needed to utilize Excel effectively.

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## Education

### Bachelor of Business Administration | IT Management

University of Wisconsin, Milwaukee

Class of 1997