Michael Sandifer

Data Analyst | Automated Reporting, Internal Tools, and AI-Powered Analytics

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Professional Summary

Data analyst who replaces manual, error-prone processes with automated reporting and internal tools that staff run on their own. Builds systems that hold up in production: validated against known results, documented for handoff, and designed with security in mind. Experience spans higher-education compliance reporting, retail analytics, and financial services, with a psychology degree emphasizing research methods. Product-oriented, owning tools from requirements through user feedback and iteration.

Core Skills

- **Automation and data integration:** API ingestion (Canvas, SEC EDGAR, Gemini), automated report pipelines, multi-source data integration, validation and reconciliation, documentation for handoff
- **Analytics and reporting:** KPI dashboards, compliance reporting (IPEDS, Perkins V), forecasting with out-of-sample validation, research methods and survey design
- **Product:** requirements gathering, workflow and UX design, prototyping, iteration from user feedback, stakeholder training
- **Tools:** AI-assisted development with testing and verification, AI-generated Python and SQL, Excel, Oracle Analytics Cloud, Qlik Sense, Power BI and Power Query, LLM chatbots and custom GPTs

Professional Experience

Institutional Research Data Analyst | Florida State College at Jacksonville | Feb 2025 – Present

- **Canvas reporting automation:** Replaced a manual 30-step Excel process for state-reported course completion data with an application that ingests data through the Canvas API and produces the finished report. Freed two staff members from the process and removed a recurring source of errors in state submissions. Staff run it independently, including renewing their own API tokens every three months.
- **Workforce Intelligence Engine:** Built a labor-market analytics platform as an alternative to Lightcast Analyst, integrating federal, state, and private jobs data into a native database. Users query it in plain English through an LLM chatbot, build custom reports from any dashboard element or chatbot output, and run deep research through the Gemini API.
- **Student Outreach CRM:** Built a CRM for academic deans whose dashboard flags students needing outreach. Users build contact lists by row, column, or cell, send templated emails in two clicks, and place calls through Microsoft Teams with one click.

- **Compliance reporting:** Worked through IPEDS graduation-rate cohort rules, Perkins V concentrator definitions, and program-switcher edge cases, and built an Oracle Analytics Cloud dashboard that turns those rules into reporting for leadership.
- **Workflow automation:** Automate recurring processes for individual staff within their existing data access, with validation and quality checks.
- **AI training:** Designed and taught a four-class AI course for administrators, faculty, advisors, and analysts covering LLM capabilities, limitations, security, and FERPA considerations.

Founder | Exact Macro (macroeconomic research and Market Monitor SaaS) | Nov 2020 – Present

- Developed economic forecasting models and dashboards validated with expanding-window, out-of-sample backtests, documenting calculations, assumptions, and interpretation for professional readers.
- Built a portfolio stress-testing platform for financial advisors with scenario modeling, plus Daily Market Briefings that combine SEC EDGAR financials and market data to add context to business news.

Data Analyst | Venus Fashion, Inc. | Aug 2022 – Jan 2024

- Automated about 80% of my own recurring reporting with AI-generated Python and SQL, and built retail analytics and benchmarking views in Qlik Sense and Power BI.
- Translated business requirements into technical specifications, maintained a product backlog, and collaborated across teams on a GPT-4-powered customer service chatbot.

Independent Products

- **Easify CRM:** Small-business CRM expanded from the FSCJ outreach CRM at users' request. Runs entirely in the browser with no server storage of customer data; contacts load from Excel or CSV files, or from business cards captured with the computer camera in one click.
- **Personal website chatbot (michaeldsandifer.com):** A site designed as a chatbot, with quick-access buttons for work history and portfolio, and conversational answers to questions a static site cannot handle.
- **SQL agent (in development):** An agent that learns to write queries for poorly documented databases, built to automate routine SQL work.

Financial Services and Additional Experience

Financial Advisor, ABMM Financial | Licensed Stockbroker, Merrill Lynch

Analyzed client needs, delivered financial guidance, and explained complex investment concepts to diverse audiences.

Technical Support Representative, Concentrix (Apple account)

Education

B.S., Psychology (Mathematical Emphasis) | University of Florida