

# Felix Menges

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## EDUCATION

**The University of Iowa, Tippie College of Business** | Iowa City, IA

Anticipated December 2025

*B.B.A. Business Analytics and Information Systems*

- GPA: 4.15/4.00 | President's List: Spring 2023 – Fall 2024
- Academy for Twice-Exceptionality: Spring 2024 – Present | Tippie Business Honor Society: Spring 2023 – Present

## TECHNICAL SKILLS

**Tools:** MS Office Suite (Excel, PowerPoint, Word), Python, SQL, Power BI, Google Analytics, Databricks, HTML, CSS

**Methodologies:** Advanced Excel (VLOOKUP, SUMIF, COUNT, Pivot Tables), Data Visualization, Data Modeling, Machine Learning, Agile/Scrum, SQL Querying, Data Cleaning & Transformation

**Certificates:** AZ-900 Microsoft Azure Fundamentals, Google Analytics Certification (Skillshop)

### **Project: Rail Transit Analysis**

- Scraped transit ranking information using Selenium and merged it with National Transit Database data to create a comprehensive dataset about rail ridership
- Cleaned and transformed the raw data using ETL processes with Python libraries (Pandas, NumPy) to prepare reliable data for analysis
- Performed exploratory data analysis by aggregating data and creating visualizations to analyze ridership trends and forecast total US rail ridership for the next few years
- Created and compared the performance of multiple regression models using scikit-learn to predict total unliked passenger trips (UPT)

### **Project: Liquor Sales in Iowa City**

- Used Databricks and PySpark to find trends in liquor sales in Iowa City from January 2023 to March 2025
- Created maps and other visualizations to display store locations and findings from PySpark SQL queries
- Used clustering and association rule mining machine learning models to group stores and find items frequently purchased together

### **Project: Flight Delay Reporter**

- Created a Python module using classes and functions to analyze flight delay data, allowing users to input specific airports and airlines and receive detailed delay statistics
- Utilized Pandas for data manipulation to calculate metrics such as mean and median delays, and percentage of flights delayed over 15 minutes
- Visualized results using Matplotlib to create dynamic graphs that changed colors based on delay thresholds, offering clear insights into delays

### **Project: Olympic Swimming Database**

- Cleaned and normalized data from a large dataset on Olympic swimming events in Excel and inserted the data using SQL CREATE TABLE commands to create a relational database
- Created SQL queries (simple, join, CASE, and subqueries) to extract insights like the most successful athletes per event.

## WORK EXPERIENCE

### **Web Content Administrator & Editor**

October 2023 – Present

*The University of Iowa | Student Employee of the Year Award Nominee*

- Designed hundreds of web pages, including degree pages, articles, people profiles, and more for the College of Liberal Arts and Sciences while migrating content to new Drupal 9 websites to update the college's brand image
- Enhanced user experience by developing web strategies to optimize website accessibility, search engine optimization, and accuracy
- Created reports in Google Analytics to measure and assess website performance based on metrics to improve user acquisition, engagement, and retention
- Communicated clearly by creating instructions and answering questions via Slack, ensuring all team members could successfully implement content changes
- Organized and managed time to efficiently complete multiple projects in a flexible remote position, ensuring that work was completed promptly without delaying team members' work