

# Mitchell Palmer

Data Analyst | Geospatial • Logistics • E-commerce • Sustainability | Python • SQL

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[Digital Portfolio](#) | [Github](#) | [LinkedIn](#)

## SUMMARY

After exposure to the business world in the adventure sports and tourism sector, I pivoted my career path towards the value of data. With interpretation, analysis, machine learning models of valuable data to help guide businesses to greater performance. Blending environmental interests with business outcomes in the outdoor/adventure-tourism or environmentally concerned industry sectors.

Experience in fast-paced, dynamic environments, with inventory management, logistics optimisation, supporting marketing decisions and e-commerce growth analytics, supply chains decisions, automating scheduling/reporting and surfacing new trends, I am passionate about optimizing every stage.

## EXPERIENCE

Currently undertaking full time study and personal development in data skillsets to progress in Data + Business analyst and science career roles.

### Personal Projects

June 2025 - Current

- ❖ [European Alps Snowpack Depth Trend Analysis](#)
- ❖ [Salifort Motors Attrition Rates](#)
- ❖ ["Burnt Tree Zones" / Severe Wildfires in Avalanche Canada forecast regions](#)

### Bella Coola Heli Sports, Whistler/Bella Coola - Canada

Adventure tourism operation in providing exclusive accommodation facilities, heli-skiing and adventure tours.

#### Sales & Reservations

November 2024 - June 2025

- ❖ Managed high-value winter heli-ski and summer adventure bookings up to \$350K.
- ❖ Designed automated and dynamic tools for sales quotes, guest activity, helicopter inventory management and guide scheduling.

#### Customer Service

JUNE 2024 - October 2024

- ❖ Managed daily scheduling for adventure guests and guides.
- ❖ Provided luxury-level client service during the trip.

### Rocky Mountain Underground, Whistler - Canada

Ski & Outdoors Equipment Manufacturer with a distribution and direct to consumer business model, operating hospitality outlets and contract manufacturing.

#### Direct-To-Consumer Manager & Logistics Specialist

JUNE 2020 - DECEMBER 2023

- ❖ Managed \$1.8M in inventory across international freight, B2B, and D2C channels.
- ❖ Leveraged marketing strategies & data analytics for successful 100%+ revenue growth in Ecommerce to \$500,000 USD in two year period.
- ❖ Participated in retail production budgeting and forecasting strategies for growth.
- ❖ Drove philanthropic CO2 neutrality project, utilizing revenue streams from food, beverage, and retail to offset annual CO2 emissions.

## LANGUAGES & TOOLS

SQL (PostgreSQL), pgAdmin  
Python (Pandas, NumPy, Scikit-Learn, Seaborn, GeoPandas)  
Jira, Trello, QuickBooks Commerce  
HTML & CSS (Webflow), JSON, XML  
Git, GitHub, Jupyter Notebooks

## ANALYSIS & SKILLS

Geospatial Machine Learning (Earth Engine, GeoPandas)  
Forecasting & Regression Analysis  
Inventory & Scheduling Optimization  
Data Wrangling & Automation  
Project Management  
Visual & Interactive Data Storytelling  
Environmental Impact Analysis

## CURRENT LEARNING

Deep Learning (YOLO, Image Segmentation)  
Cloud Tools (Colab, Google Earth Engine)

## EDUCATION

**Lighthouse Labs**,  
Data Science Diploma  
June 2025 - September 2025  
**Coursera, Google**  
Advanced Data Analytics Certification  
January 2025 - November 2025  
**Coursera, Google**  
Data Analytics Professional Certification  
January 2024 - October 2024  
**University Of Otago**, Dunedin, New Zealand  
— *DipGrad Psychology*  
February 2018 - November 2018  
**University Of Otago**, Dunedin, New Zealand  
— *BSc Microbiology*  
February 2014 - November 2017

## ABOUT

New Zealand Citizen  
Canadian Permanent Resident