

Josh Belzman

Analytics & Business Intelligence

Portfolio of Dashboard Work

15+ years building analytics infrastructure, dashboards, and reporting systems across media, pharma, retail, and nonprofit sectors. From newsroom analytics to \$300M+ media programs — data made decision-ready.

Power BI · Tableau · Looker / Data Studio · DOMO · SQL · Python · Redshift

01 Dick's Sporting Goods

Power BI · Redshift

p. 2–4

02 Eli Lilly & Co.

Power BI · Redshift · IQVIA

p. 5–7

03 Courier Newsroom

Looker / Data Studio · Google Cloud

p. 8–9

Dick's Sporting Goods

Power BI · Multi-platform Campaign Performance Dashboard · Publicis Media (2024–Present)

Built and lead as project manager, this Power BI dashboard serves exec, strategy, and analyst audiences across a \$300M+ media program. Connects live to a Redshift data warehouse via automated pipelines processing data from Meta, TikTok, Snapchat, Pinterest, DCM, Reddit, and programmatic platforms. Designed for both high-level storytelling and detailed performance analysis.

Channels Tracked

5+

Social · Video · Display

Data Sources

6+

Meta · TikTok · DSP · DCM

Views

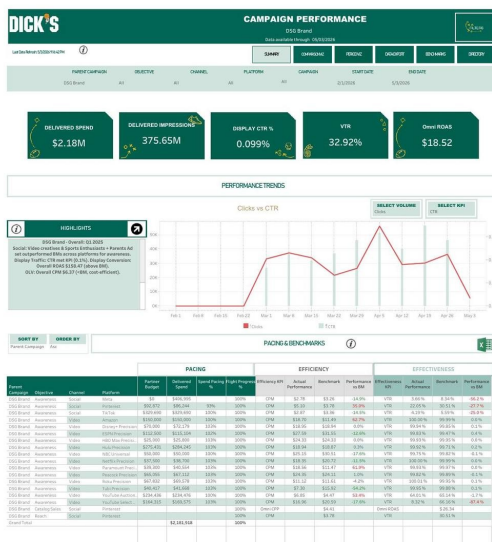
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Summary · Period · Trend · Bench

Role

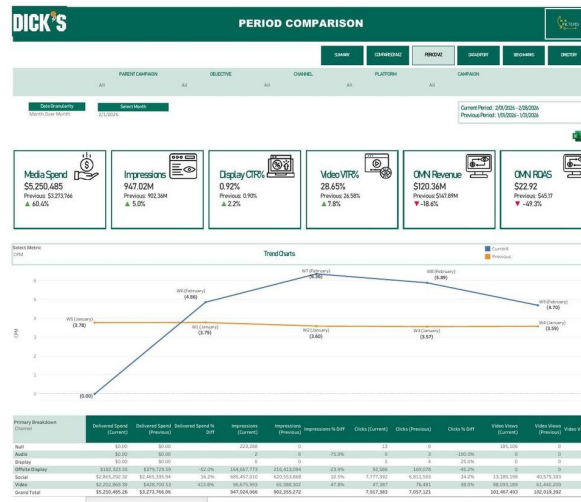
PM + Builder

Architecture to delivery



Period Comparison View

Month-over-month spend, impressions, CTR, VTR, and ROAS — current vs. previous period, channel-level breakdown



WHAT THIS VIEW DOES

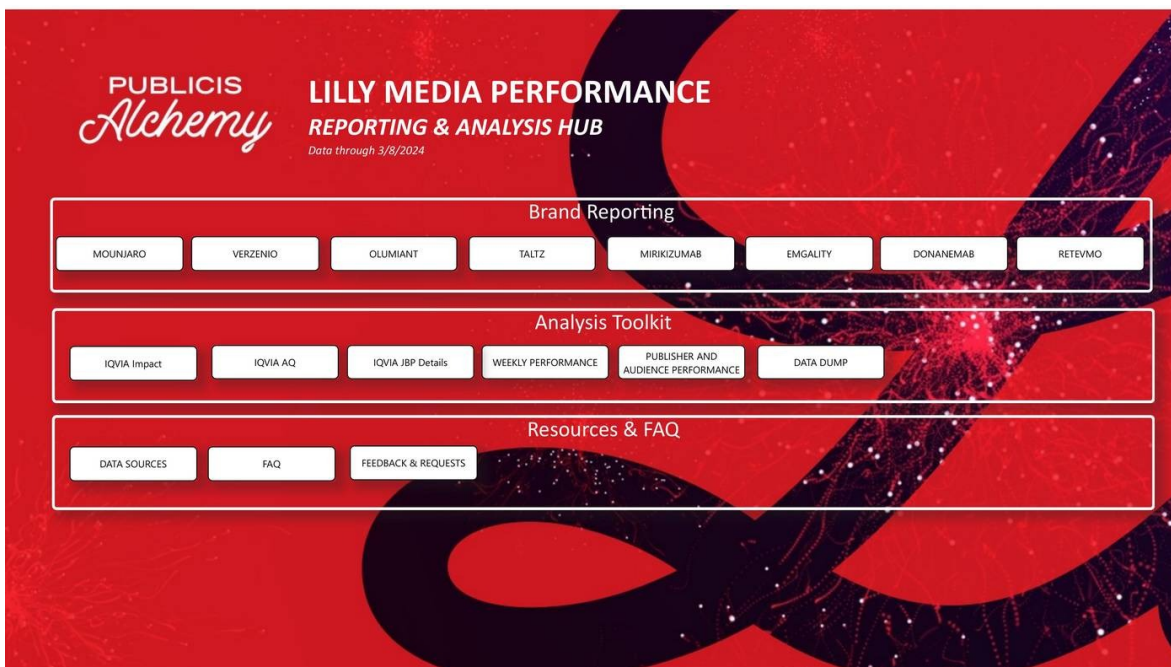
- Dynamic period selection** - Month-over-month by default; date ranges fully configurable with granularity toggle.
- Trend line overlay** - CPM (and any selectable metric) plotted week-by-week for current vs. previous period.
- Channel breakout table** - Spend, impressions, clicks, video views — all channels side-by-side with % diff columns.
- Conditional formatting** - Directional indicators (▲▼) and color logic on all % change fields for rapid scanning.

Eli Lilly & Co.

Power BI · Pharmaceutical Media Performance Reporting Hub · Zenith/Publicis Alchemy (2022–2024)

Prototyped, designed, and launched a comprehensive Power BI reporting hub covering 8 pharmaceutical brands (Mounjaro, Verzenio, Taltz, Olumiant, Emgality, Donanemab, Retevmo, Mirikizumab). Built end-to-end — from Redshift database connections and Power Query transformations to advanced DAX measures, conditional formatting logic, and multi-audience page design. Integrated leading indicators (HVS/BVS scoring, Audience Quality Index) with IQVIA incremental patient conversion outcomes.

Brands Covered 8 Multi-indication	Data Sources 3+ Redshift · SP · CSV	DAX Complexity Advanced Conditional · Dynamic	Audience Levels 2 Exec + Power User	Outcome Measure IQVIA Patient conversions
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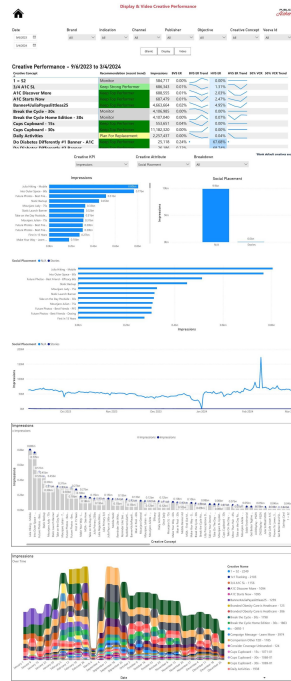
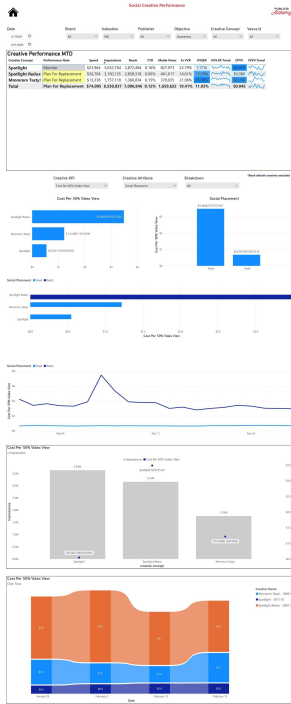


HUB ARCHITECTURE

- Report navigation hub** · Branded landing page with clickable brand and toolkit buttons — 3 tiers: Brand Reporting, Analysis
- 8 pharmaceutical brands** · Each brand with its own Executive Summary, Performance Tables, Creative Performance, and Trend page
- Analysis toolkit tabs** · Dedicated IQVIA Impact, Audience Quality, JBP Reporting, Weekly Performance, and Publisher Analysis
- Embedded documentation** · In-dashboard data sources, glossary, and FAQ pages — self-service for stakeholders.

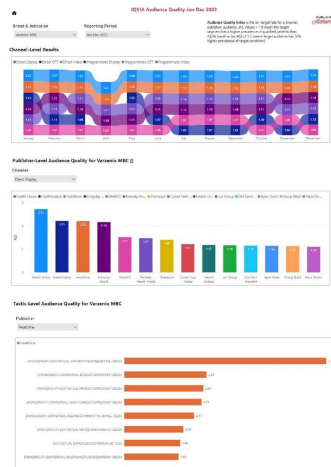
Advanced DAX, Conditional Formatting & Creative Scoring

Indexed over/underperformance vs benchmark, heat-map color logic, dynamic KPI switching, creative recommendation tiers



DAX + VISUALIZATION TECHNIQUES

- Benchmark comparison logic** - DAX measures calculating actual vs. benchmark with % delta, color-coded green/yellow/red by threshold.
- Creative performance tiers** - 'Keep Top Performer,' 'Monitor,' 'Plan for Replacement,' 'Rotate Out' — derived from trend + rank rules.
- CPVV trend sparklines** - Week-over-week cost-per-video-view trend lines embedded inline in the performance table rows.
- Multi-dimension breakdowns** - Social Placement, Size/Dimension, Audience Description — all switchable via dropdown within the same report.
- Dynamic KPI switching** - Single toggle switches between BVSS\$, CTR, HVS Points, 50% VCR — all charts update simultaneously.



Courier Newsroom

Looker / Data Studio · Editorial KPI & Audience Growth Dashboard · Google Cloud Platform (2020–2022)

Built Courier's omni-channel analytics stack from scratch on Google Cloud Platform. This dashboard tracked engagement, growth, and pacing across 8 owned media properties — Up North News, Keystone, Gander, Dogwood, Floricuas, Courier, Copper Courier, Cardinal & Pine, and Americano. Drove audience acquisition and engagement above forecast, supporting private investment decisions.

Properties

8+

Owned media network

Platform

GCP

Looker/Data Studio

Pacing Views

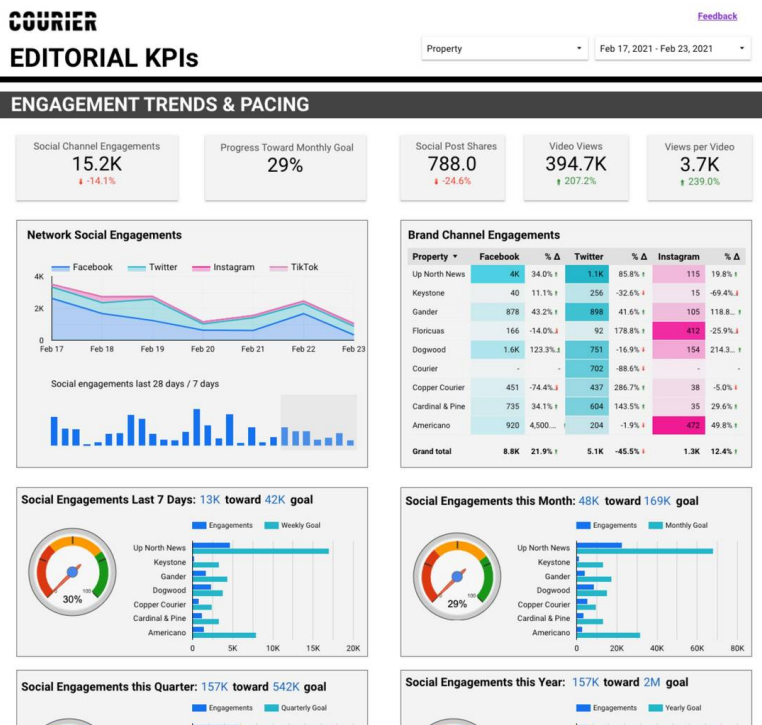
4

Weekly · Monthly · QTR · YTD

Channels

5

Social · Email · Web · Video



DESIGN APPROACH

- Multi-property network** · All 8 publications in a single dashboard; filter by property or view network rollup.
- 4-horizon pacing** · Weekly, monthly, quarterly, and YTD goal tracking — radial gauges with per-property bar breakdowns.
- Engagement + growth unified** · Social engagements, audience follower growth, video views, email — all KPIs in one report.
- B2B storytelling** · Dashboard used directly in investor conversations and editorial strategy reviews.

Social Performance — Platform-Level Post Analysis

Per-platform organic engagement reporting with top post drill-down, video performance, and trend analysis

COURIER
Feedback

SOCIAL PERFORMANCE
Property Property
Feb 17, 2021 - Feb 23, 2021

SEARCH BY POST

FOLLOWERS

116.4K Current Followers

Change +/- 6

73.0K

36.5K

5.8K

1.0K

TOPLINE

New Posts **570** ↑ 3.6%

Engagements **15.2K** ↓ -14.1%

Video Views **394.7K** ↑ 207.2%

POST TYPES

Impressions **265.6K** ↓ -20.6%

Engagement Rate **5.7%** ↑ 17.0%

Views per Video **3.7K** ↑ 239.0%

Platform Property

Post Type Property

15.2K ORGANIC ENGAGEMENTS ↓ -14.1%

FACEBOOK

ORGANIC POST PERFORMANCE

SOCIAL DASHBOARD FEATURES

- Platform-level breakdowns** · Facebook, Twitter, Instagram, YouTube — each with impressions, engagement rate, video metrics.
- Top posts table** · Per-post performance: impressions, engagements, shares, reactions, clicks, video views with thumbnails.
- Post-type mix** · Donut chart showing carousel, image, link, video distribution — updated by property filter.
- Organic trends** · 7-day and 28-day rolling engagement trend lines across platforms, property-filterable.

New Posts
140.0
↓ 4.0%

Impressions
94.9K
↑ 27.4%

Engagements
8.8K
↑ 21.9%

ER %
9.2%
↓ 4.3%

Video Views
12.3K
↑ 42.1%

Views per Video
423.4
↑ 85.2%

30 sec Completion %
18.9%
↓ 0.2%

TOP POSTS

Post	Posted	Post Type	Impressions	Engagements	Shares	Reactions	Comments	Clicks	Video Views
Up North News: For the first time since July 6, Wisconsin has marked back-to-back days with no reported deaths from COVID-19. This does not mean no deaths occurred, but no new deaths were reported to the state Dept. of Health Services (DHS). On July 6, Wisconsin	Feb 22	Image	11,099	1,044	25	186	99	0	0
Up North News: Deborah Kerr and Jill Underer have advanced in the race to lead the state Department of Public Instruction. The two candidates have clear differences. Here's what you need to know.	Feb 17	Link	2,767	634	28	77	20	307	0
Cardinal & Pine: COVID-19 concerns from an educator I make sure to raise	Feb 19	Video	6,098	486	19	63	14	2	2,527

TWITTER

New Posts
280.0
↑ 15.7%

Impressions
149.3K
↓ 44.2%

Engagements
5.1K
↓ 45.5%

ER %
3.4%
↓ 2.4%

Video Views
5.6K
↓ 48.0%

Views per Video
158.9
↓ 88.2%

TOP POSTS

Post	Posted	Post Type	Impressions	Engagements	Retweets	Faves	Replies	Video Views
Courier: "The gloom has been overdone and not turning a corner... As you've seen and heard earlier, America is unreservingly back as the leader of the free world and that is a fantastic thing." https://t.co/624852EE13R	Feb 19	Video	13,066	469	5	11	0	1,711
Gander: It's hard to forget binotry. https://t.co/Wd4h1e0U1	Feb 21	Link	4,193	436	18	81	5	0

Technical Skills & Capabilities

Across the dashboards in this portfolio — tools, techniques, and design principles applied

Power BI	BI & Analytics Platforms	Data Engineering & Tools
<ul style="list-style-type: none"> Power BI Desktop & Service Live Redshift / SQL Server connections SharePoint + CSV data integration Power Query / M transformations Advanced DAX measures Conditional formatting (heat maps, indexed over/under-performance) Dynamic KPI switching Custom page layout design Row-level security (RLS) Exec summary + analyst drill-down Embedded glossary / documentation 	<ul style="list-style-type: none"> Tableau (full report development) Looker / Data Studio (GCP stack) DOMO (500+ dashboards at CNN) Adobe Analytics Excel (advanced — pivot, power query) 	<ul style="list-style-type: none"> SQL — Redshift, BigQuery, SQL Server Python (ETL, data processing) Databricks API data pipelines (Meta, TikTok, Snapchat, Pinterest, DCM, Reddit) Airtable, Jira / Confluence Agile / sprint-based development Requirements & test plan documentation Stakeholder reporting & QA

EXPERIENCE AT A GLANCE			
2024–Now	Director of Analytics	Publicis Media / Dick's Sporting Goods	\$300M+ program · Power BI PM · Redshift pipelines
2022–2024	Assoc. Director Analytics	Zenith/Publicis Alchemy / Eli Lilly & Co.	Power BI hub (8 brands) · IQVIA measurement · DAX
2020–2022	Sr. Analytics Manager	Courier Newsroom	Built GCP analytics stack · Looker dashboards
2019–2020	Analytics Consultant	CNN	500+ DOMO dashboards · QA & standardization
2012–2019	Social Data & Analytics	NBC News Digital / Fred Hutch / Seattle	Social analytics · Dashboards · Data strategy

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Available for on-site or hybrid roles in Savannah · Open to contract and full-time opportunities