

LOREM IPSUM

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github.com/something-here-xx

Summary

Analytics professional with 5 years' analytics consulting experience across sales analytics and digital marketing. Competent at abstracting insights from data to technical and non-technical audiences.

Skills

Programming & Scripting

R (tidyverse), Python (Keras, TensorFlow, Numpy, Pandas)

Analytical & DB Tools

SQL, SAS, MS Excel, Adobe SiteCatalyst, Salesforce, Tableau, Informatica

Techniques

Regression, classification, KNN, tree ensembles, clustering, time-series forecasting, repeated measures analysis, Machine learning, neural networks, CNN, RNN

Education

Some Univeristy

Sep'17 - Aug'18

MSc Data Science & Analytics

Thesis: Predict path of a walking pedestrian using deep learning from video data for autonomous vehicles

75% - 1H1

Some University

Sep'08 - May'12

B.Sc Information Science

Project: Developed an Android App named 'Columbus' for organizing and managing information on group trips

72%

Experience

Company 2, Place

Oct'15 - Jul'17

Executive, Analytics

I was in charge of sales analytics for 6 key markets of this company, working on identifying business opportunities using data. I also played an instrumental role in transforming the paper-pen system of data entry by salesmen to a digitised system on the cloud through Salesforce enablement. My responsibilities in setting this system up included:

- Translating business requirements into functional requirements
- Designing the database
- Coordinating with multiple hardware and software vendors for supply, installation and maintenance of devices, app development and bug fixes
- Setting up a support desk for issue reporting and management
- Interacting with sales teams on a regular basis to:
 1. Gather inputs for information to be displayed on the devices
 2. Provide training on using the app and extracting reports
 3. Gather feedback and incorporate into requirements for app development
- Generating timely reports for Senior Leadership to monitor adoption and feed actionable reports back to the sales team

Company1

Jul'14 – Sep'15

Senior Business Analyst

Client: Technology provider

Managed a team of 3 junior business analysts working for the BI team for the B2B accounts of a Technology provider, providing support for:

- Building decision-making dashboards to help monitor and measure health of business and various sales programs for customer segment leaders

Company1

Jan'14 – June'14

Senior Business Analyst

Client: Digital Brand Team in a leading Sports Retailer & Manufacturer

Designed and implemented the architecture of an end-to-end automated holistic brand reporting platform, including the following:

- Identification and defining of KPIs
- Data collection across verticals (web, store, app, social data), sources and integration of various technologies – SQL, R, Adobe SiteCatalyst, Google Analytics, Java, ETL, Unix

The project helped in bringing a consolidated database that housed all the needs of the in-house analytics team

Company1

Feb'13 - Dec'13

Business Analyst

Client: Digital Brand Team in a leading Sports Retailer & Manufacturer

Designing automated dashboards that track performance of Brand campaigns, across website, apps native to the brand, including:

- Identification of KPIs to track App usage by consumers
- Building Tableau dashboards/ views that evaluate the app performance on weekly/ monthly basis

Company1

Oct'12 - Jan'13

Business Analyst

Client: Online store for a leading Sports Retailer & Manufacturer

Built a Consumer Segmentation Model which involved the following:

- Collection and identification of variables most likely to drive value based on statistical tests
- Create behavioural segments based on the various statistical analyses
- Consumer profiling - Overlay attitudinal insights outside of commerce to enable custom designed campaigns

References

Dr. Professor, University, e-mail: email@domain.ie, Phone No: +123-456890