CUSTOMER INTELLIGENCE ANALYST
To Setup an Interview please contact Jmartindale@planet4it.com today!

PROFILE

Customer Behaviour Analyst. 2 years of Data Analyst experience with a speciality in the transformation of data from old to new systems. Skills include depth analytics and predictive models, including FX and Equity trading

EDUCATION

2012   University of Waterloo
                        Honours Bachelor of Mathematics

TECHNOLOGIES

Script: SQL, R, VBA, SAS Base, SAS Macro, JavaScript, Python, PHP
Operation System: Linux/Unix, Mac, Windows
Databases: Microsoft SQL Server 2008 R2, IBM DB2, Oracle, Access
Methodologies: Cursor, store procedure, Trigger, Multidimensional Analysis, Data modeling, Data Mining, OLAP Cube, OLAP Relation, Data Mapping, ETL, Flow chart
Methodology: Credit billing System, Chargeback report, Compliance Report, Financial report
Tool: SSIS, SSRS, SSAS, SSPS, Visio, IBM Unica Campaign, Excel, Access, PowerPoint

PROFESSIONAL EXPERIENCE

June 2014   Major Canadian Company
to Present   Toronto, Ontario
                        CUSTOMER INTELLIGENCE ANALYST

- Worked with the business operation, Sales and Marketing to produce production reports utilizing the best in class methodologies and technologies available within the enterprising reporting including the utilization of SAS, SSAS, SSRS, Teradata, SAP and Micro strategy.
- Developed ETL, Cube architecture and analytical environment in support of self-serve reporting solutions.
- Developed effective KPIs by working with business that are effective and in line with overall strategic goals and ensuring data lineage between KPIs, scorecard, and report.
- Worked with business operations, consumer operations, sales and marketing in developing analytical insights that drive improvements in the customer experience, churn, and revenue.
- Worked with enterprise reporting in the support in the support and development of data optimization work including the transition of MS Access database to the SQL server environment and Teradata.
- Worked to automate existing contractually obligated external client report to reduce manual manipulations, improve data quality and agility reducing risk of not meet SLA obligation.

October 2013   Website Analytic Company
to June 2014   Toronto, Ontario
                        CONSUMER BEHAVIOUR ANALYST

Current project involves building prediction models based off of correlation studies on customers and sales. End goal being to ensure the company can better predict who will need their service in the near future.