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## **BA experienced with data structures, data integration, data flow, and information usage**

**Business Analyst** who delivers multidimensional, analytic applications and reporting tools to enable enterprise-wide analysis in Global Sales, GL, Finance, and Supply Chain systems. Establishes data-driven and highly informed decision-making capabilities for the executive office, senior management, and staff. Inquisitive thinker who goes beyond standard requirements gathering approaches to analyze business problems and deliver solutions that truly matter to the company.

**Data Analyst** who bridges business to tech and turns it into a plan and a design. Creates the structures and standards that integrate results into the environment. Strong knowledge and experience with business and data analysis, business measurement, data modeling (logical to physical), business frameworks, data flow, data quality, and data integration requirements.

### **Professional Experience**

**Company Name, City, State**

2015 – Present

**Data Analyst, Senior Business Intelligence (BI) Analyst**

Manage the project lifecycle for a BI environment (OBIEE in Oracle), ranging from requirements to design and development and on to testing, deployment, and post-production support for Global Sales, GL, and Finance.

- Contributed toward the organizational shift to an outsourced model. Assessed and cultivated each developer's skills to ensure understanding and the capability to meet expectations.
- Built and managed analytic structures (data warehouse and data marts) for predictive analytics, data mining, and historical analysis with OLAP and reporting capabilities.
- Resolved product dimension conflicts between Salesforce and Oracle by working with the Demand Planning and Applications team to analyze product attributes; identified correct product mapping and export opportunity lines to Salesforce with custom product groupings for global view.
  - Trusted by the business to define the correct business requirements and create technical documents. Developed and reviewed the ETL design, provided master data, and managed development by the offshore team.
- Part of the BI Applications team to enable Global Sales to access integrated information from the complete Sales Order Lifecycle (from lead to revenue.) Completed project within a 12-week schedule.
  - Developed the design and strategy for deployment of a customized Sales Module with 60% of the subject area based on custom ETL. Led the development of the entire user acceptance testing.
- Took over leadership of a behind schedule project (3 months). implementing the BI portion of instance for the Global Finance and Supply Chain. Worked hands-on to conduct a rapid analysis of problem areas, making the decision to change assigned roles and remove over-weighted processes to get contractors refocused.

**Company Name, City, State**

2009 – 2015

**Data Warehousing and BI Consultant**

- Enabled comprehensive product comparisons by developing a Business Objects universe to allow users to build query product prices with any style upgrade and option and compare against competitor information.
  - Streamlined data sourcing and ETL processes for integrating structured and unstructured data.
  - Worked with the business and I.T. to determine trusted data sources for pricing and cost information.
- Analyzed source systems and created ETL process streams to resolve data consistency and data quality issues; populated inventory data mart with information that was integrated, subject-oriented, non-volatile, time-variant, and easily accessible by business users.
- Assumed lead developer and business analyst roles, establishing a new reporting environment. Completed project ahead of schedule despite being understaffed.

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- Mapped source to target systems and created ETL processes to integrate Point of Sale (POS) data after a multi-billion-dollar acquisition by Johnson & Johnson.

**Company Name, City, State**

2005 – 2009

**Senior Market Research Analyst**

- Enabled first-time, fact-based recommendations for product allocations in retail stores. Developed a sales prediction model to allow managers to generate recommendations and outcomes for every possible scenario.
  - Used logistical regression analysis (SPSS software) to develop a data model and formula to predict the dollar output of certain mixes according to an individual store profile.
- Implemented reporting tools that improved access to business information for historical analysis and forecasting trends.
  - Designed a reporting system that produced reports with only 10% effort and at no additional cost.
  - Sped product price changes to market by replacing a 2 to 3-week process that duplicated price changes in the mainframe system with an automatic process requiring less than 2 hours.
  - Deployed “screen scraping” technology to reduce the reporting effort from a legacy application by up to 80%.

## **Education**

Bachelor’s Degree - Geography, Michigan State University, Ann Arbor, 2005