Nneka Penniston
Lead Business Analyst, Marketing Insights/ Service Administration - EmblemHealth

Long Island City, NY
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Data Science Professional with knowledge of the financial and healthcare industries seeking a leadership opportunity in business strategy and analytics. Skilled data-driven identification of new opportunities and optimizations is supported by graduate coursework and hands-on experience in tools used for statistical analysis, data visualization, and digital strategy and marketing analytics; SAS, Stata, R, Tableau, Excel-Add-in (Solver), big data techniques in Unix environment, dashboard design, effective project management with CRISP-DM and LEAN/Six Sigma methodologies.
Authorized to work in the US for any employer

WORK EXPERIENCE

Lead Business Analyst, Marketing Insights/ Service Administration
EmblemHealth   -   New York, NY   -   January 2012 to Present

Collaborate with Marketable Neighborhoods Executive Council and Steering Committee on a neighborhood growth initiative. Apply data mining and statistical analysis tools to identify the priority neighborhood member segments to target for improving the star ratings which impact the company's finances.
* Utilize data visualization techniques with tableau and excel to communicate results of membership status.
* Monitor members' activity on various forums to help determine which factors impact dis-enrollment. Recommend course of action to the division leaders.
* Manage analytics projects, leveraging internal and external data to draw insights and guide business strategy. Develop demographic profiles of high value, high propensity, and low risk consumers and groups who to target for acquisition and retention.
* Extract membership data from diverse tables in the data warehouse via SAS. Produce reports that display trends in members' claims and call center activity.

Operations Analyst, Quality and Patient Safety Division
NewYork-Presbyterian Hospital   -   New York, NY   -   September 2008 to December 2011

Utilized Healthcare Analytics to support hospital management with patient safety initiatives.
* Measured success of unit staff's ability to predict admissions and discharges at the unit level as part of the Healthcare Association of New York State (HANYS) ECHO Collaborative. Participation in the Collaborative supported structured communication of patient flow, documentation of patient flow barriers as related to failed discharge predictions, and improvement of patient flow and reduction of length of stay.
* Supported numerous hospital management committees (Cardiac Arrest, Chemo Safety, Cultural Competency, Rapid Response) on initiatives to improve patient care by developing key-performance indicator dashboards. Requisite upward trends in performance ensured a continuous flow of revenue from reimbursement for care provided.
* Collaborated with numerous division leaders on the design of a web-based hospital-wide survey. Results were based on the AHRQ (Agency for Healthcare Research and Quality) delegated safety culture dimension benchmarks.

Data Administrator, Integration Management
The Vanguard Group, Inc   -   Malvern, PA   -   December 2004 to September 2008

*Applied LeanSix Sigma methodologies to support data-driven decisions for improving business processes.

* Supported management in the planning, development, and execution of short- and long-range strategies, prepared alert report, and documented action items. Managed the business metrics data via dashboard, coordinated and conducted focus groups, and used measurement framework and root cause analysis to evaluate process improvement opportunities.

* Facilitated compliance training to educate all non-managerial staff and project sponsors on effective application of data with the use of Six Sigma methodologies. Met with process owners on various teams to evaluate existing processes, identify non-value added and value added steps, create process maps, and develop the department procedures manual.

* Analyzed data and operations-specific reports to ensure data integrity. Prepared diverse reports for department heads; reports covered staff turnover, FTE variance analyses, call monitoring statistics, production volume, web and retail transactions, budgetary forecasting, performance analysis, and Big Hairy Audacious Goal (BHAG) analysis. Reduced time spent on reporting by 90% by creating a program to query data that exceeded Excel's capabilities.

EDUCATION

M.S. in Business Analytics
New York University, Stern School of Business - New York, NY
May 2014

BA in Statistics
Hunter College, City University of New York
2004

SKILLS

TECHNICAL SKILLS * Business Analytics: SAS, R, SPSS, STATA, CRM, SAS Enterprise Miner, Weka, CART, Unix, Python, Tableau, SQL, Inscape, R Studio, Excel Risk Solver Platform, Solver * Microsoft Office: Access, Word, PowerPoint, Excel * Lean/Six Sigma: Minitab, Visio, iGrafx,

LINKS

https://www.linkedin.com/in/nnekapenniston

ADDITIONAL INFORMATION

MSBA Courses
* Prediction
* Data Mining for Business Analytics
* Dealing with Big Data
* Decision Models
* Probabilistic Models for Finance
* Digital Analytics & Strategy
* Social Media & Digital Marketing Analytics
* Management for Quality
* Data Driven Decision Making
* Data Visualization
* Operations Analytics
* Market Modeling: Strategy, Analytics and Resource Allocation

* Revenue Management and Pricing
* Strategy, Change, and Analytics