**Bushra Hoq  
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Tableau & Power BI Certified | AWS Certified Associate | Cornell Tableau Certified**

**SUMMARY**

**•** Strategic and hands-on Analytics Leader with over 11 years of experience leading complex analytical projects focused on understanding customer lifecycle behavior, segmentation, and engagement drivers. Proficient in designing and analyzing A/B and multivariate experiments across multiple marketing channels (email, push, in-app, SMS), and translating outcomes into actionable business strategies. Skilled in developing and maintaining dynamic dashboards to track key marketing KPIs, customer cohorts, and campaign performance using Tableau, Power BI, and Microsoft Fabric.  
  
Experienced in applying advanced analytics techniques, including predictive modeling, causal inference, and regression analysis, to uncover deep insights and forecast campaign or lifecycle impact. Adept in collaborating with cross-functional teams—Marketing, Product, Engineering, and Data—to define measurement strategies, communicate findings effectively, and influence roadmaps. Committed to staying at the forefront of lifecycle marketing trends and mentoring junior analysts on best practices in data analysis, testing, and storytelling.

**CORE COMPETENCIES**

**•** Lifecycle Analytics & Segmentation: Churn prediction, retention modeling, message frequency optimization

**•** A/B & Multivariate Testing: Design, execution, and causal inference analysis across channels (Email, SMS, In-App, Push)

**•** Dashboard Development & Data Storytelling: Executive dashboards, cohort performance, marketing KPI tracking

**•** Advanced Analytics: Predictive modeling, linear/logistic regression, anomaly detection, outlier mining

**•** Cloud & Data Engineering: Snowflake, DBT, AWS S3/Kinesis/Lambda/MSK, Fivetran, DynamoDB, Kafka

**•** ETL/ELT Automation: Fivetran, DBT, Tableau Prep, Alteryx, Power Automate, Python

**•** Cross-Functional Leadership: Stakeholder communication, team mentorship, strategy alignment, Agile, SDLC

**•** Tools: SQL, Python, Tableau, Power BI, ThoughtSpot, Cognos, SAP Ariba, Jira, Postman, SharePoint

**PROFESSIONAL EXPERIENCE**

**•** 4Wall Entertainment — Data & Analytics BI Manager| Nov 2022 – Present

**•** 4Wall Entertainment, a leading provider of entertainment lighting, video gear, and technical services across 19 U.S. locations and Europe has undergone a significant data-driven transformation under my leadership:

**•** Advanced Statistical & Regression Analysis – Applied linear regression to model rental demand and forecast revenue, P&L trends, and cash flow, strengthening financial planning with high accuracy.

**•** A/B & Multivariate Testing – Designed, executed, and analyzed experiments across marketing channels and pricing strategies, optimizing engagement drivers and lift.

**•** End-to-End Data Pipelines – Leveraged MS SQL, SSIS/SSRS, Tableau Prep, and Alteryx to extract, transform, and load data from SAP Concur, RentalWorks, SAGE Financial systems, and credit card transactions into our data warehouse.

**•** BI & Visualization – Developed robust asset management, financial dashboards, and portfolio monitoring in Tableau, Power BI, and Microsoft Fabric, enabling real-time visibility into rental utilization, budget forecasts, and credit card spending trends.

**•** Cash Flow & Financial Forecast Modeling – Created rolling-budget forecasts and scenario-based P&L projections to support executive decision-making and capital planning.

**•** Automated Reporting & Workflow Orchestration – Built Power Automate-driven workflows for recurring KPI reports and anomaly alerts, reducing manual effort by ~50%.

**•** Requirement Gathering & Cross-Functional Collaboration – Partnered with Finance, Operations, and Systems teams to map processes, define KPIs, and align data models with business strategy.

**•** Mentorship & Best Practices – Trained junior analysts in A/B testing design, regression modeling, SQL query optimization, and dashboard storytelling.

**•** Leadership in Lifecycle and Statistical Innovation – Championing causal inference methods and predictive analytics to anticipate rental lifecycles, optimize messaging cadence, and drive continuous improvement.

**•** This fusion of advanced analytics, data engineering, and business intelligence has delivered quantifiable impact—enhancing rental yield, improving budget accuracy, uncovering engagement levers, and streamlining financial reporting across the organization.

**•** SP Plus – Sr. Data Analyst | Sep 2021 – Dec 2022

**•** SP Plus is a leader in technology-driven mobility services across parking, transportation, and logistics throughout North America and Europe.

**•** Key Responsibilities & Achievements:

**•** Parking Utilization & Revenue Optimization Dashboards  
Built comprehensive dashboards in Power BI, Tableau, and Microsoft Fabric to monitor occupancy, parking turnover, and channel-based revenue.  
• Enabled dynamic pricing strategies by integrating data from DynamoDB, vendor APIs, and Snowflake, using Alteryx, Tableau Prep, and SSIS.  
• Delivered executive-level insights on utilization patterns and margin optimization.

**•** Mastery of API Documentation & System Integration  
Expert in reading and translating complex API technical documentation into scalable architecture designs.  
• Utilized Postman to test and configure API endpoints, define data mappings, and troubleshoot payload structures.  
• Led cross-functional implementation of ETL workflows involving AWS, Snowflake, API feeds, and real-time parking equipment systems—engaging teams across DevOps, clients, and vendors.

**•** Revenue Forecasting Using Linear Regression  
Applied linear regression models and time-series forecasting using Python, SQL, and Power BI to predict revenue, usage trends, and cost exposure.  
• Results directly informed budget forecasts and strategic investment decisions.

**•** A/B Testing & Statistical Experimentation  
Designed and executed A/B and multivariate tests on parking discount campaigns and equipment flow, measuring impact using statistical analysis and causal inference.  
• Delivered optimization insights that improved channel performance and campaign effectiveness.

**•** Process Optimization for BAGs Partner  
Developed a process intelligence dashboard for SP Plus’s BAGs partner, streamlining baggage operations across major airport hubs.  
• Identified operational delays and recommended improvements via real-time metrics and KPI thresholds.

**•** Team Leadership & Data Operations Management  
Directed a 15-member data team responsible for ingesting and staging data via API, DynamoDB, and Snowflake, building reusable workflows and pipelines.  
• Led a second track focused on requirement gathering, client engagement, and dashboard buildouts across multiple business units.

**•** Financial & P&L Analysis  
Integrated and analyzed data from SAP Concur, Rental Works, and SAGE Financials for:  
• Budget vs actual variance, cashflow projections, credit card usage tracking, and P&L performance monitoring.

**•** Quality Assurance & Final Validation  
Conducted rigorous QA testing and SQL-based reconciliation of all metrics prior to dashboard rollout.  
• Ensured high data integrity and consistency across internal and client-facing reports.

**•** AI & Custom GPT Development  
Built a tailored Custom GPT using advanced prompt engineering to serve senior managers and executives.  
• Enabled automated insights from Snowflake datasets, natural language KPI queries, and dynamic report summarization—empowering seamless access to decision-critical data.

**•** Automation with Power Automate  
Deployed automated alerting and refresh pipelines using Power Automate and Snowflake triggers, cutting manual report preparation by 50%.

**•** Tools & Tech:  
Snowflake, Postman, SQL, SSIS, Tableau, Power BI, Tableau Prep, Alteryx, Python, Microsoft Fabric, DynamoDB, Power Automate, AWS, SAP Concur, Rental Works, SAGE, API Architecture, Linear Regression, A/B Testing, Prompt Engineering, Custom GPT, QA Validation, Forecasting, Stakeholder Alignment

**•** This role combined full-lifecycle data integration, predictive analytics, automation, and AI application to elevate operational intelligence, financial visibility, and executive decision-making at SP Plus.

**•** CEVA Logistics – Sr. Data Analyst | Feb 2020 – Jun 2021  
CEVA Logistics is a global logistics and supply chain company offering end-to-end freight management, warehousing, and contract logistics solutions.

**•** Key Responsibilities & Achievements:

**•** Supply Chain Lifecycle Optimization  
Conducted end-to-end analysis of the logistics lifecycle, identifying drop-off points, delivery delays, and routing inefficiencies.  
• Initiatives led to a 20% improvement in delivery KPIs and significant gains in fulfillment consistency.

**•** Predictive Dashboards & Real-Time Reporting  
Built and maintained real-time dashboards in Power BI and Tableau, enabling proactive transportation alerts, capacity planning, and spend forecasting.  
• Integrated data from internal systems and external vendors into Microsoft Fabric and Data Lake, creating a centralized analytics ecosystem.

**•** Advanced Statistical Modeling  
Developed linear regression models to predict cost overruns, delivery delays, and route inefficiencies.  
• Provided actionable insights to logistics and procurement teams to optimize load balancing, fuel costs, and delivery time.

**•** Data Transformation & Storytelling  
Transformed raw data from disparate sources into data-driven storytelling reports using SQL, SSRS, Matrix visuals, and Power BI/Tableau narratives.  
• Delivered business-friendly reports with actionable narratives, helping senior leaders make high-stakes routing and vendor decisions.

**•** Tools & Technologies Used:  
SQL, SSRS, Power BI, Tableau, Microsoft Fabric, Matrix visualizations, Azure Data Lake, Linear Regression, Data Modeling, Supply Chain Analytics

**•** This role demonstrated your ability to bridge complex raw logistics data with business strategy—delivering insights that influenced routing optimization, cost containment, and operations alignment across a global supply chain.

**•** Ford Motor Company – Catalog Manager (SAP Ariba) | Aug 2019 – Jan 2020

**•** Implemented supplier segmentation logic and procurement Tableau, Power BI, dashboards, reducing onboarding delays by 15% and cost by 10%.

**•** Integrated product lifecycle KPIs using Power BI and Tableau with SAP procurement workflows.

**•** Urban Science – Senior Consultant | Jul 2018 – Jul 2019

**•** Conducted lifecycle segmentation for GM dealers, using SQL and Python to boost lead-to-sale conversions by 18%.

**•** Created BI reports using Cognos and Tableau to monitor regional performance trends and marketing lift.

**•** General Motors – Data Analyst (Finance & Audit) | Jan 2017 – Jul 2018

**•** Developed a financial audit dashboard tracking lifecycle financial anomalies; improved audit throughput by 30%.

**•** Automated insights and anomaly detection on 100s of financial datasets used for corporate savings programs.

**•** Ford Motor Company – IT Operational Analyst | Mar 2016 – Dec 2016

**•** Built prototype scheduling optimization dashboard to identify overlaps and conflicts in vehicle launch programs.

**•** Blue Cross Blue Shield of Michigan – Systems Analyst Associate | Sep 2015 – Feb 2016

**•** Designed SQL-based claim lifecycle tracking solution improving response times and identifying bottlenecks in patient processing.

**•** Lawrence Technological University – Graduate Research Assistant | Sep 2013 – Dec 2014

**•** Maintained academic SQL databases; assisted with data visualization and statistical modeling for publications.

**•** The Bengal Glass Work Ltd. – Network Analyst | Sep 2011 – Mar 2012

**•** Ran ad-hoc data queries for production and IT operations; conducted user-level report automation.

**EDUCATION**

**•** Master of Science in Information Systems  
Lawrence Technological University, 2014  
Bachelor of Science in Computer Science  
North South University, 2011

**CERTIFICATIONS**

**•** Data Visualization in Tableau – Cornell University

**•** Power BI Advanced Training – Certstaffix & Udemy

**•** AWS Certified Associate – Coursera

**•** Supervised Machine Learning in Python – Google Certified