

CEDRIC DELANCHY

PRODUCT DATA ANALYST

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Lille - France



PROFILE

My career in digital and entrepreneurship has seen me assume critical roles in a variety of contexts, affording me extensive expertise in analytics, digital product development, data and marketing. This journey has equipped me with a keen ability to collaborate and contribute to innovative strategies seamlessly with cross-functional teams to drive progress and value based on impactful insights. Harnessing the power of data and analytical tools, I excel at navigating product challenges, focusing on strategic objectives and opportunities for development.

STRENGTHS

- Experience with cross-functional teams and stakeholders
- Full-stack data capabilities
- Doer highly flexible and proactive
- Enthusiasm for analytical stack & implementation
- Autonomous & detail oriented
- Strong analytical and entrepreneurial mindset

Tools

BigQuery • Rudderstack • Segment • Metabase • Looker • Power BI • Mixpanel • SQL • Python • DBT • June.so • Segment • GTM • GA4 • Fivetran • Census • Hotjar • Zapier • Make • BigQuery • Customer.io

EXPERIENCE (MORE ON LINKEDIN)

01/2024 - Present

Lille, France

Product Data Analyst

Freelance - Full Time

Leveraging a fusion of expertise in entrepreneurship, product management, business, analytics, data and marketing, I help organizations to:

- Define & set up **comprehensive analytic solutions**.
- **Drive product growth** and **user adoption** through analysis.
- Support **end-to-end data solutions** from ingestion to visualization/activation.
- **Enhance data value** through cleaning, transformation, EDA or modeling.
- Deploy analytical tactics and technologies to **boost productivity & market competitiveness**.
- Build dashboards for stakeholders and BUs to **support data-driven decisions**.
- **Optimize ROI & delivery** thanks to project management best practices.

01/2024 – 06/2024

Lille, France

Teacher - Data analyst bootcamp

Le Wagon Lille - Part Time

- Lead teacher for **Tracking & GTM**, **DBT** and **Reverse ETL** courses.

03/2021 - 07/2023

Remote, France

Product Manager / Co-Founder

The Tricks Network - Full Time

Combining media and technology, The Tricks Network aimed to create interconnected digital products tailored for the extreme sports community (riders and professionals) to facilitate industry digitalization and help content creators.

- Define, lead and manage **digital product development** from discovery to delivery.
- Ownership of the **data analytics stack** to promote a data driven approach.
- Ensure **compliance** with GDPR regulations.
- Identify monetization **opportunities** and create in-app features to **improve user engagement**.
- Establish **processes and methodologies** for product development.
- Advise on **product positioning** and go-to-market strategies.

02/2019 - 08/2019

Melbourne, Australia

Ecommerce Trading Manager

Snooze.com - Full Time

- Ownership of the online POS and web experience **to drive online sales and in-store traffic** through scalable solutions and CRO leading to a **+57% of online transactions** in 5 months.
- **Roadmap** management and **prioritization** of backlog to maximize delivery value and improve **online user experience** and **conversion**.
- Oversee content accuracy including **strategic campaigns**, product details or specific action plan working collaboratively with the wider business and partners to **improve overall KPIs**.
- Share **strategic thinking** with upper management to **influence changes** within the organization to improve **deliverability, productivity** and drive more **ROI**.

05/2017 - 11/2018

Melbourne, Australia

E-commerce Manager AU/NZ

Europcar - Full Time

- Country manager for eCommerce & Direct to brand online strategy across AU & NZ markets achieving a **+7% YoY growth revenue for AU** and **+20% for NZ**.
- Research, analyze and **provide insights to stakeholders** to leverage **business opportunities** through analytics (weekly, monthly or ad hoc).
- Manage and steer local activity to generate **revenue growth** and **improve customer experience**.
- Create & drive the local commercial plan including Inbound & Outbound activities.
- **Work in conjunction with Business Units** to coordinate a digital plan accordingly.
- Lead & **manage the eCommerce team** (2 team members).

EDUCATION

12/2023

◆ **Data Analyst certification**

Le Wagon - Lille

02/2021

◆ **Product Owner certification**

OpenClassrooms

08/2008

◆ **Master's Degree in E-Business Management**

Université du Droit et de la Sante (Lille II)

LANGUAGES

English
Fluent



French
Native Language

