

Chris Pachulski

Business Analyst



A senior business intelligence analyst with a 5+ year proven track record of developing and productionizing data products to grow revenue.

Contact

Email: cjpach@mac.com

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Loc: Easton, PA

[LinkedIn](#)

[Web Portfolio](#)

Skills

R & Shiny (Tidyverse)

Python (Pandas, Numpy)

SQL

GCP & Cloud

Git & Docker

Airflow

Bash

Time Series Forecasting

Education

MBA, Hofstra University

BS, Creighton University

Work Experience

Senior Business Intelligence Analyst

Ad.Net

March 2021 - Present

- Manage and mentor a team of two other business analysts
- Implemented budgeting benchmarks resulting in 20% increase in revenue
- Established the capture and ingestion of SimilarWeb API endpoint to direct lead acquisition
- Created automatic report ingestion via Confluence API resulting in over 800 hours saved per annum

Data Analyst

Consumer Edge

September 2019 - 2021

- Created end to end ETL process, improving brand acquisition from 15 to 300 entries per week
- Improved NLP algorithm via advanced regex, triagram & triagraph fuzzy string matching
- Trained financial analysts to use SQL for financial auditing and brand additions
- Scheduled trial & onboarding calls with clients, ranging from hedge funds, venture capital & private equity firms, to independent investors

Co-Founder, Data Scientist

MTG BAN

February 2017 - present

- Collaborated with investors and software engineers to create BAN LLC, driving over \$1.2 million annual revenue in affiliate spend for Magic: the Gathering products
- Created a community of over 200 paying members by demonstrating the value of data and delivering it in consumable fashion to industry SME's, vendors, and hobbyists
- Overlay predictive modeling & machine learning to forecast price movements and market arbitrage, allowing my scripts to purchase product on my behalf