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: cjpachl@mac.com
Ph: 210-324-3649
Loc: Easton, PA
LinkedIn
Web Portfolio

Skills
R & Shiny (Tidyverse)
Python (Numpy, Pandas)
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