

Kyle Sizer




Data Analyst

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Summary

Experienced data analyst with a background in marketing science and customer analytics. Skilled in Python, R, SQL, and Data Visualization. Strong analytics professional graduated from University of Hertfordshire.

Experience

<div> CRM Data Analyst Jimmy Choo</div>	2022/11 - Present London
<p>ELT for CRM data warehouse</p> <ul style="list-style-type: none">Managed database transforming data using SQL from raw tables into analytics ready sources for reporting and testingEnsured compliance with best practice medallion architecture and optimised queries to ensure smooth operation of automated analytics flowsBuilt automated scripts in R to ingest data from a variety of sources (APIs, CSVs, etc.) <p>Reverse ELT for CRM functions</p> <ul style="list-style-type: none">Wrote a script in R to send tasks to sales associates to reach out to their clients for upcoming appointments and follow-up after the appointment which filled a gap in capability from our clienteling provider <p>Reporting</p> <ul style="list-style-type: none">Built and maintained a suite of Power BI dashboards across a variety of functions providing detail to the business teams that wasn't accessible previously	
<div> Product Analyst Tripledote studios</div>	2021/07 - 2022/03 London
<ul style="list-style-type: none">Using SQL, perform deep dives into customer interaction with the app to better understand what we should be prioritising for development. Through this I was able to identify that people were dropping the game before moving through the tutorial and optimised this user journey to reduce the drop off by 10%Identified potential problems or worrying trends and determined the root cause supporting the investigation with data, for example I was able to identify people using cheats to bypass reward systemsSet up and managed AB experiments for new features to determine whether they have positive impacts on game KPIsLiaised with the user acquisition team to smooth out any issues, ensure our products UA is running optimally and that they had any support they needed from a product perspective	
<div> Data Analyst – Marketing Science Annalect</div>	2018/07 - 2021/07 London
<p>MMM</p> <ul style="list-style-type: none">Performed statistical modelling of marketing KPIs using OLS modelsManaged multiple Market Mix Modelling projects including coordinating with the client and internal teams to ensure timely delivery of data, processing data into appropriate forms for analysis, statistical modelling of the KPI and delegating tasks to team members where necessary <p>Advanced Analytics</p> <ul style="list-style-type: none">Created an RShiny app to visualise MMM results and provide a tool to do scenario comparisons easilyResearched, prototyped and then conducted time-series hierarchal clustering analysis in R on survey data to determine how consumer moods and desires changed across the year and which moods moved with one another <p>Reporting</p> <ul style="list-style-type: none">Wrote a script to pull data from Google Analytics APIs and process it in R, then feed into a Tableau dashboard to visualise it. This resulted in the client having online access to their analytics report which was previously only updated monthly in a PowerPoint	

Familiar Tools

- Programming Languages
- SQL
 - R
 - Python
- Data Tools
- AWS (EC2, S3, Athena, Redshift)
 - MSSQL Server
 - Azure (MLStudio, DevOps)
 - Looker
 - Basic dbt
- Data Visualisation
- Tableau
 - Power BI
 - Looker Studio
- Web apps
- Flask
 - Rshiny

Technical Skills

- Data Analysis
- A/B Testing
- ELT
- Data Visualisation
- MMM

Education

- BSc in Physics
- Microsoft Professional Program in Data Science

Certifications

- dbt Fundamentals

INTERESTS

- Reading
- Technology & gaming
- Health & Fitness