LILY ELIZABETH JOHN

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- Results-oriented **Data Analytics Professional** with 12+ years of experience in **sales data analysis**, **margin optimization**, **customer segmentation**, **churn modeling**, and **sales operations reporting**.
- Proven ability to generate **actionable business insights** and support strategic decision-making through **data visualization**, **trend analysis**, and **KPI development**.
- Highly skilled in building dynamic, **interactive Tableau dashboards**, conducting **ad hoc analysis**, and interpreting large and complex datasets to align with business objectives.
- Proficient in **SQL** for **data extraction**, **data transformation (ETL)**, **data cleansing**, and **system integration** across multiple databases and platforms.
- Strong foundation in **data storytelling**, **cross-functional collaboration**, and aligning technical deliverables with business priorities.
- Excellent interpersonal, communication, and problem-solving skills, with a consistent record of driving value across diverse teams.
- **U.S. Permanent Resident** with full work authorization.

Skills: Tableau Desktop, Tableau Server, Microsoft SQL Server, MS Excel, Salesforce, PowerBI, Alteryx

Certifications:
Tableau Desktop Specialist - Certified in Jan 2021
Tableau Desktop Certified Associate - Certified in Mar 2021
Microsoft Certified: Power BI Data Analyst Associate - July 2024

Tableau Portfolio: https://public.tableau.com/app/profile/lily.elizabeth.john

Experience

Fusion Connect Inc / MegaPath Cloud Co. LLC
Customer Data Analyst
July 2014 - Current

Data Visualization & Business Intelligence – Tableau
- Designed and implemented interactive Tableau dashboards utilizing filters, parameters, and dashboard actions to uncover insights related to customer segmentation, revenue tiers, churn risk, customer experience metrics, and sales team performance KPIs.

- Partnered with the marketing analytics team to develop a dashboard that categorized customers by industry vertical and sub-vertical, highlighting product adoption and top clients per segment, supporting targeted marketing campaigns and upsell strategies.
- Built performance dashboards with trend line visualizations to track billing dispute resolution metrics, including credit approval rates, SLA adherence, and team efficiency trends.
- Created calculated fields and visualizations to identify first order behavior, repeat purchase patterns, and product group trends for advanced cohort and sales analysis.
- Developed executive dashboards for senior leadership to analyze revenue leakage, identify root causes, and monitor impact mitigation strategies, including breakdowns by key accounts, high-risk products, and preventive actions.
- Leveraged SQL-based ETL processes to extract and transform customer usage data from multiple systems and delivered insights via Tableau on portal activity patterns and feature adoption.

Data Manipulation & SQL Development

- Collaborated with the Business Intelligence and Finance teams to build a scalable SQL script that integrated multiple structured data sources, enabling margin analysis by revenue, cost, product type, and customer profile.
- Engineered a consolidated dataset by merging Salesforce CRM data, billing and revenue records, product catalogs, and contact-level details into a single analytical data mart, supporting dynamic reporting on customer health, sales operations, and discount threshold analysis.
- Optimized existing stored procedures to streamline customer master table updates, ensuring consistent aggregation of multi-dimensional data for analytics use cases including pipeline tracking, customer segmentation, and account performance reporting.

Cisco Systems
Data Analyst
May 2012 - July 2014

Cisco Product Sustainability and Environmental Compliance ensures Cisco's products are compliant with applicable laws and regulations, designed for environment in mind, packaged and delivered in the most efficient manner.
- Developed a cost benefit analysis model to project savings from freight, material, and SLC cost reductions through bulk packaging
- Managed RoHS compliance data collection and migration into Agile PLM tool for acquisitions involving over 10,000parts from 700+ suppliers.

Education

MS, Quantitative Analysis – University of Cincinnati - Jan 2011
MBA, Marketing and Systems – Mahatma Gandhi University - Jul 2007
BTech, Information Systems – Mahatma Gandhi University - Jul 2005