SENIOR ANALYST - BUSINESS INTELLIGENCE AND ANALYTICS - HEALTHCARE

Summary

My 9 years of experience working in Retail, Analytics, and Reporting have given me a strong understanding of both business objectives and technical capabilities. I have worked on Data Visualization, Data Analysis, Analytical Reporting, Retail Reporting, Retail Forecasting, Retail Inventory Management, and Retail Product Management, as well as capabilities consulting on broader initiatives. The knowledge I have developed through this work and my strengths in problem solving, critical thinking, and effective communication allow me to develop creative solutions to complicated problems and clearly communicate with both development teams and end users.

Highlights

- Collaborative worker
- Creative problem solver
- Critical thinker
- Mentor and leader
- Requirements gathering
- User acceptance testing

Experience

Senior Analyst - Business Intelligence and Analytics - Healthcare 05/2013 to Current Company Name City , State

- Prioritize and scope a large portion (over 40%) of the new analytics requests coming through our team by engaging the clients on prioritization and keeping them updated through regular communications
- Led a cross functional team to review the repeatable reports being delivered to our clients resulting in a 22% reduction in the number of reports our team created on a regular basis
- Gathered business requirements and created use cases to support the building of a self-serve tool for our clients to access pharmacy sales data
- Work with clients to determine goals and requirements and help them understand what capabilities our team can provide
- Work with development teams to discuss goals and requirements of clients and determine a solution that will fit their needs
- Consult on various Healthcare initiatives (including loyalty programs, diabetic growth, and vaccination growth) to provide input on how our team can assist
- Mentor younger Analysts and Interns including writing and delivering performance reviews for interns
- Use SAS Enterprise Guide, SAS OLAP Cube Studio, SAS Information Map Studio, SAS Web Report Studio, Excel, SQL, and Tableau for data analysis, insight gathering, and report generation

Analyst - Business Intelligence and Analytics - Strategic Pricing 02/2012 to 05/2013 Company Name City , State

- Consulted with our clients to clearly define metric calculations and aggregations that would provide the most consistent, clear view of what the online competitive landscape looks like for Target
- Managed communication and resources for the creation of a Strategic Pricing foundational data set in SAS using information from a third party provider
- Partnered with clients to develop various levels of reporting that would drive discussions with merchants and vendors on Target's current position in regards to online competitors
- Prioritized and scoped new analytics requests and delivered robust solutions to drive growth

Merchandise Reporting Manager 05/2011 to 02/2012 Company Name City , State

- Worked with vendors and various areas of the company to determine where improvements could be made or efficiencies added to our current planning and reporting processes
- Partnered with vendors to develop software solutions that met our business needs
- Coordinated the testing of new planning and reporting software between various areas of the company prior to implementation to ensure it met our business needs

- Various tasks to assist with implementation of solutions including template creation, security setup, training, and user support
- Managed the Pricing and Promotions team - in charge of pricing and promotions for all ads and in store specials
- Oversaw Executive, Merchant, and Planning team reporting functions

Merchandise Reporting Analyst 06/2009 to 05/2011 Company Name City , State

- Developed reports from MicroStrategy, both on the front end (GUI) and through the back end using SQL
- Utilized Access/SQL to query information from various databases (sales/inventory, item attribute, transactional, etc) both within Access and on the network servers
- Supported the Executive, Merchant, and Planning teams with reporting of key performance indicators on a weekly, monthly, quarterly, and yearly basis
- Developed and managed yearly planning templates utilizing macros and VBA to make the process more efficient
- Developed new reports/recaps for specific business needs as they arose from the Executive or Merchant teams
- Pulled ad hoc/special request reports for teams on information that they could not access
- Utilized Excel Macros and VBA to streamline current processes
- Recapped and analyzed performance of coupons and promotions for the Marketing team
- Analyzed store selling to determine proper orders to fill stock requests and meet sales demand
- Allocated orders to stores based on selling trends lowering inventory by 11% and keeping sales flat
- Worked with vendors to track orders and adjust when necessary reducing receipts by 6%
- Teamed up with stores to develop promotional purchases based on selling strengths of stores
- Efficiently managed inventory requests from stores ensuring key items were readily available for customers

Merchandise Assistant 06/2008 to 05/2009 Company Name City , State

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Business Analyst/Assistant Buyer II 06/2006 to 05/2008 Company Name City , State

- Worked with Buyer to manage $14+ million per year business
- Developed plans/budgets for upcoming seasons
- Forecasted markdowns and receipts in season, managed markdowns and receipts to within +/- 1%
- Analyzed and recapped selling to determine future buys
- Worked with vendors to ensure product arrived on time and to negotiate terms/discounts
- Negotiated over $30,000 at cost in discounts for late product in 2007 fiscal year

Education

MBA : Strategic Management 2014 Carlson School of Management, University of Minnesota

Bachelor of Science : Marketing and Advertising 2006 Carlson School of Management/School of Journalism and Mass Communication, University of Minnesota

Skills

Program knowledge