Pamela Austin

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Education
- Bachelor of Science in Computer Science from National American University, Rapid City, SD
  September 2016
- Associate of Science Finance Accounting from University of Phoenix, Phoenix, AR August 2011

Certifications
- IBM-Databases and SQL for Data Science with Python

PRE-SCREENING QUESTIONS

Q1: How do you establish relationships across stakeholders?

A: As a Data Analyst, establishing strong relationships with stakeholders requires active collaboration, clear communication and a deep understanding of business needs. I engage with cross-functional teams to gather requirements, align on key objectives, and ensure data insights drive strategic decision-making. By conducting discovery sessions, I identify pain points and tailor analytics solutions to meet stakeholder priorities. I present findings through clear visualizations and actionable recommendations, making complex data accessible to both technical and non-technical audiences. Consistently delivering accurate, reliable insights fosters trust, while proactive problem-solving and ongoing engagement reinforce my role as a strategic partner in driving data-informed decisions.

Q2: What process do you use to gather detailed requirements and scope?

A: As a Data Analyst, I use a structured approach to gather detailed requirements and define project scope, ensuring alignment with stakeholder objectives. I start by conducting discovery sessions with key stakeholders to understand their business goals, pain points and expected outcomes. Through active listening and targeted questioning, I clarify data needs, key metrics, reporting frequency, and desired visualizations. I document requirements in a structured format, ensuring transparency and alignment. Additionally, I assess available data sources, validate data quality, and collaborate with data engineers if transformations or integrations are needed. By iterating on feedback and refining the scope, ensure that the final deliverables provide actionable insights and drive business impact.

Q3: Give examples of how you have analyzed large data sets, challenges encountered, and how challenges were addressed/overcome.

A: As a Data Analyst, I have analyzed large datasets to uncover trends, optimize business strategies, and drive decision-making. For example, while working on a marketing campaign performance analysis at AT&T, I processed millions of customer interaction records from Snowflake, integrating data from Workfront, Bynder, and Webphone. With Signet Jewelers I deduplicated over a hundred and fifty million records from Snowflake, to implement a new system in a matter of months. One major challenge was data inconsistency across sources, leading to discrepancies in campaign attribution. To address this, I implemented robust data cleansing techniques in SQL, applied Python scripts for automated deduplication, and worked with data engineers to standardize data formats. Additionally, performance in

efficiencies in dashboard refresh times in Power BI were impacting stakeholder access to real-time insights. I optimized SQL queries, adjusted Snowflake clustering strategies with AT&T and with Signet Jewelers, Amazon Redshift was optimized, and implemented incremental data refreshes, reducing report load times by 30% on average. Through these solutions, I ensured data accuracy, improved processing efficiency, and delivered actionable insights that enhanced marketing campaign effectiveness and solving with AT&T and build an infrastructure with Signet to make Profiles eligible for their new system.

Why should you interview me for this role?
- I am a Senior Data Analyst with a focus on engineering. I have extensive experience in SQL and I have a vast knowledge of Python. I specialize in data integration, business intelligence, and automation.
- I have automated data ingestion pipelines and reporting processes, reducing manual tasks by 40% and improving operational efficiency.
- I am proficient in data cleansing and transformation, utilizing tools like Snowflake and Amazon Redshift to ensure high-quality, error-free datasets, for predictive modeling and reporting.
- I have conducted detailed exploratory analysis using Python (Pandas, NumPy) and visualized key metrics with tools like Tableau and Power BI to enable data-driven decision-making.
- I have automated financial data reporting and insights using Python and SQL.
- I have extracted and processed financial, HR, supply chain, retail, and procurement data from various ERP Cloud solutions using SQL queries.

Technical Skills
- **Microsoft Office:** Advanced Proficiency
- **Data Visualization:** Tableau, Power BI, Looker
- **Project Management:** Workfront and Salesforce efficiency, End-to-End Workflow
- **Agile Methodologist:** Sprint participation, backlog management, Jira and Confluence driven
- **Technical Skills:** SQL, Python, Snowflake, IBM CP4D, Watson Auery, Workfront, Data Cleansing, and preprocessing.
- **Data Analysis:** Media, Marketing, Retail, health and finance data insights, critical thinking, and problem-solving.
- **Soft Skills:** Excellent communication, presentation, sales, customer service and team collaboration, culture exactness.
- **Leadership:** Project leadership, training facilitation, and stakeholder engagement.
- Continuous Learning: Commitment to skill growth, knowledge expansion
- **Detail-Oriented:** Accuracy and attention to detail in data handling and reporting.
- **Adaptable and Proactive**: Quick to learn new tools and adapt to changing project needs.

Summary
- Skilled professional with hands-on experience in relational database development, financial & operational data/statistical analysis risk management, and financial forecasting services to clients.
- Data analyst skilled in interpreting complex data to uncover trends, patterns, and insights.

- Experienced in creating data models, databases, and dashboards to support efficient analysis and reporting.
- Proven ability to collaborate with cross-functional teams, translating business needs into data-driven solutions and actionable recommendations.
- Strong communicator with a proven track record in telecommunications, media, Saas, advertising, healthcare, retail and finance.
- Expertise in performance optimization for Power BI, ensuring fast, responsive reports even with large datasets.
- Committed to continuous improvement in data quality, accuracy, and industry best practices.

Professional Experience

Signet Jewelers, Contract (Rules IQ) Remote   **June 2025 – September 2025**
Senior Data Analyst (Data Engineering Focus)

Data Analyst | Business Intelligence | Data Transformation | Data Asset Management

- Led end-to-end deduplication of 150M+ customer and transaction records by designing and implementing a business-criteria matching strategy and a scalable AWS/Redshift SQL pipeline; orchestrated ETL with AWS Glue and automated CRM syncs to Salesforce using AWS AppFlow and Bulk API 2.0; managed delivery via Jira.
- Designed the deduplication strategy from business requirements: defined deterministic and fuzzy matching keys, heuristic scoring, authoritative sources (including Salesforce), and merge/survivorship rules to support CRM, reporting and analytics.
- Built a repeatable, production-ready deduplication pipeline in Amazon Redshift using set-based SQL (CTEs, window functions, staging tables) to score, identify, consolidate, and flag duplicates.
- Orchestrated ETL and transformation jobs with AWS Glue (PySpark), creating modular Glue jobs for incremental processing, schema discovery, and automated retries.
- Automated secure data movement to Salesforce using AWS Appflow for near-real-time integrations and Bulk API 2.0 for high-volume upserts/merges; coordinated with CRM admins on field mappings, external IDs, and dedupe-safe import strategies.
- Implemented performance and cost optimizations in Redshift and Glue: tuned distribution/sort keys, compression encodings, partitioning, Glue job parallelism and Redshift WLM to reduce runtime and cluster costs.
- Developed staging/audit tables and reconciliation queries to produce pre/post counts, match-core distributions, false-positive/false-negative analysis, and end-to-end lineage for stakeholder review.
- Coordinated testing, backfills and incremental rollouts: created test cases, executed end-to-end validation runs, and performed post-deployment reconciliation to ensure zero-loss and CRM consistency.
- Partnered with Data Engineers to operationalize pipelines (scheduling, CloudWatch-based monitoring, alerts, and error handling) and with Salesforce developers to validate Bulk API 2.0 job handling, batching, and error reports.

- Produced Confluence runbooks, technical specs, SQL snippets, Glue job descriptions, AppFlow mappings, and decision logs to enable hand-off and future maintenance.
- Managed work items and progress in Jira; provided demos, executive summaries and stakeholder-facing audit reports for VPs, Directors and Product Owners.
- Performed ad-hoc analyses and data profiling to uncover edge cases, refine matching thresholds, and iterate on business rules; mentored junior analysts on deduplication logic, AWS Glue patterns and SQL best practices.
- Ensured compliance with data governance and privacy policies during matching and merges; documented transformation steps and lineage for auditability, including changes applied to Salesforce.

Key technologies: Amazon Redshift, AWS Glue (PySpark), AWS AppFow, Salesforce Bulk API 2.0, Salesforce (Data Loader/API), advanced SQL (CTE/window functions), CloudWatch, Jira, Confluence, Git.

AT&T Atlanta, GA   **March 2024 – March 2025**
Data Analyst-Senior

Data Analyst | Business Intelligence | Data Integration & Automation

- Results-driven Data Analyst with expertise in Power BI, Snowflake, SQL, and Workfront, specializing in data integration, business intelligence, and process automation.
- Adept at designing and maintaining dynamic dashboards, financial models, along with machine learning solutions to drive strategic decision-making.
- Skilled in data governance, financial analytics, and marketing performance tracking, ensuring seamless data flow and actionable insights across departments.

Core Competencies & Key Achievements
- Advanced Analytics – Team development with a predictive ML model to forecast project completion timelines, enabling proactive decision-making, optimized resource allocation, and improved operational efficiency.
- Familiarity with automated data ingestion pipelines using APIs and Fivetran/dbt, reducing manual data retrieval by 40%.
- Collected and integrated data from Workfront API into Snowflake for centralized marketing analysis.

Data Governance & Quality Assurance
- Designed and implemented a comprehensive data validation framework, improving data integrity across-Snowflake and Power BI; enhanced dashboard performance, reducing refresh times by 25% for real-time insights.
- Financial Modeling & Budgeting – Built interactive Power BI dashboards to visualize compensation trends, workforce costs, and budget allocations, supporting data-driven financial planning and business strategy.
- Cross-Functional Collaboration – Partnered with key stakeholders across Finance, HR, Marketing, and IT, leading data discovery sessions and business intelligence initiatives to align analytics with organizational goals.

- Use SQL queries to pull relevant data from relational databases.
- Proficient in data cleaning and transformation, utilizing tools like SAS and Databricks to ensure high-quality, error-free datasets for predictive modeling and reporting.
- Process Automation & Efficiency – Automated ad-hoc analytics workflows and optimized intake processes, implementing standardized reporting templates that reduced report generation time, enhanced data consistency, and improved team efficiency.
- Agile & Project Management – Led backlog management and sprint planning, utilizing story points and the rice method to prioritize high-impact tasks, optimize resource allocation, and accelerate project delivery.
- Conducted detailed exploratory analysis using Python (Pandas, NumPy) and visualized key metrics with tools like Tableau to enable data-driven decision-making.
- Extracted and processed financial, HR, supply chain, and procurement data from ERP Cloud solutions using SQL queries.
- Create conditional logic inside SQL queries for custom outputs.
- Data Engineering & Enrichment – Integrated and optimized data enrichment platforms such as ZoomInfo and Salesforce SFDC, enhancing data accuracy, completeness, and usability for business intelligence and strategic decision-making.

Technical Skills: Power BI | Snowflake | SQL | Python | DAX | Workfront | Data Modeling | Tableau | ETL | Agile | Machine Learning | Salesforce (SFDC) | Financial Analysis

Syilum LLC. Atlanta, GA   **Jan 2016 – Mar 2024**
Product Data Analyst

Product & Performance Analysis
- Analyzed and evaluated the performance and effectiveness of company software products by tracking user behavior, engagement metrics, and feature adoption.
- Conducted in-depth A/B testing, user research, and competitor analysis to guide product enhancements and feature rollouts.
- Expertise in utilizing SAS and Databricks to clean and process large datasets.
- Designed KPI dashboards in Power BI to track product success, adoption rates, and operational efficiency.

Data Integration & Automation
- IBM Cloud Pak for Data (CP4D) & Watson Query Experience: Integrated diverse data sources, executing distributed queries, and optimizing data workflows for real-time analytics and reporting. Proficient in leveraging CP4D's data governance, AI-driven insights, and visualization tools to enhance decision-making.
- Collected and integrated data from multiple sources, including CRM systems, social media platforms, and marketing automation tools, to create a unified dataset for campaign and product performance analysis.
- Automate financial data reporting and insights using Python and SQL.
- Implemented automation workflows within Workfront, reducing manual tasks and enhancing efficiency in data collection, reporting, and project tracking.

- Implemented automated data quality checks and data cleansing processes using Python and Talend to ensure high-quality data for reporting and analytics.
- Utilized Snowflake and SQL to query, clean, and structure large datasets for analytics and reporting.
- Extract, transform, and load data using SQL in data pipelines.
- Marketing & Financial Analysis:
- Conducted campaign performance analysis, measuring ROI, customer acquisition costs, and conversion rates across multiple marketing channels.
- Leveraged Power BI Service to publish and share financial and marketing dashboards securely, enabling data-driven decision-making across teams.
- Assisted in budgeting, forecasting, and financial modeling to optimize marketing spending and improve cost efficiency.
- Workfront Data Analytics & Project Optimization:
- Developed customized reports in Workfront to analyze project data, track key performance indicators (KPIs), and provide insights for operational improvements.
- Used Workfront task automation for workflow optimization, leading to improved project tracking and timely delivery.
- Collaborated with project managers, developers, and business stakeholders to define product roadmaps, RACI models, and process improvements.
- Data Visualization & Reporting:
- Designed and developed interactive Power BI dashboards, transforming complex data into actionable insights for executives and stakeholders.
- Monitored key business performance metrics, user trends, and operational efficiencies, providing strategic recommendations to leadership.
- Successfully leveraged Snowflake for scalable data warehousing, improving data accessibility and reporting efficiency.
- Continuous Improvement & Collaboration:
- Partnered with cross-functional teams (Product, Marketing, Finance, and IT) to identify opportunities for process optimization, automation, and analytics-driven decision-making.
- Actively participated in data governance initiatives, ensuring data quality, security, and compliance across multiple platforms.
- Demonstrated problem-solving skills by addressing data integrity issues, optimizing SQL queries, and refining reporting methodologies for better business insights.

Support Optics   **Jan 2013 – Jan 2016**
Data Analyst
Contract (Finance, Business Intelligence, and Healthcare)
- Conducted in-depth data analysis and research for clients in finance, business intelligence, and healthcare, delivering actionable insights to drive strategic decision-making.
- Finance: Designed and implemented data collection methodologies to improve data accuracy and reliability. Analyzed financial data to identify trends, optimize resource allocation, and support investment strategies.

- Business Intelligence: Developed interactive dashboards and reports using Power BI, Tableau, and Excel, enabling clients to track key performance metrics and improve operational efficiency.
- Healthcare: Analyzed large healthcare datasets to identify patterns, trends, and opportunities for quality improvement. Developed predictive models to forecast healthcare outcomes and support data-driven decision-making.
- Performed statistical analysis, including regression analysis, hypothesis testing, and clustering to extract insights and improve business strategies.
- Collaborated with small businesses, organizations, and stakeholders to translate complex data findings into actionable recommendations.
- Conducted data validation and quality assurance checks to ensure the accuracy, consistency, and integrity of datasets.
- Assisted in the development and implementation of data-driven quality improvement initiatives in healthcare and business operations.

Key Skills: Data Analysis | SQL | Python | Tableau | Power BI | Statistical Modeling | Predictive Analytics | Business Intelligence | Financial Data Analysis | Data Visualization | ETL | Data Cleaning | Dashboard Development

AT&T/YP Advertising Solutions Tucker, GA   **Jan 2010 – Dec 2013**
Marketing Data Analyst

- Product Performance Analysis: Evaluated the visual presentation of products in advertisements, assessed aesthetics, and provided data-driven recommendations to enhance engagement and conversion rates.
- Campaign Analytics: Applied statistical analysis and data visualization tools (Tableau, Power BI) to measure campaign performance, tracking key performance indicators (KPIs) such as conversion rates, click-through rates (CTR), and customer acquisition costs (CAC) to optimize marketing strategies.
- Audience Insights & Segmentation: Analyzed audience data from 100+ marketing campaigns, providing actionable insights that improved targeting strategies and increased return on ad spend (ROAS) by 20%.
- Market Research & Competitive Analysis: Conducted in-depth consumer preference research, market trend analysis, and competitor benchmarking, enabling data-driven product positioning and marketing strategies.
- CPG Project: Developed a Tableau dashboard visualizing sales and churn data for a hypothetical CPG brand, highlighting actionable insights for marketing and supply chain teams.
- CPG Analytics: Applied SQL and dbt to transform raw retailer data into clean, analytical datasets for reporting on product performance by channel and region.
- Data-Driven Decision Making: Assessed consumer engagement, sentiment, and sales performance metrics, delivering insights that influenced marketing and advertising optimizations.
- Data Quality & Integrity: Performed data cleansing, transformation, and validation, ensuring accuracy and reliability in campaign analytics and reporting.

- A/B Testing & Optimization: Designed and executed A/B tests and multivariate experiments on product modeling strategies, optimizing campaigns based on analytical results to improve performance.
- **Key Skills:** Marketing Analytics | SQL | Python | Tableau | Power BI | Google Analytics | A/B Testing | Data Visualization | Customer Segmentation | Statistical Analysis | Data Cleaning | KPI Tracking | Market Research | Predictive Analytics | Campaign Performance Evaluation