

# LAUREN KOLODZIEJ

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## EDUCATION

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### University of Denver, Daniels College of Business

Denver, CO

*Master of Science in Business Analytics*

August 2017

- Honors: Beta Gamma Sigma Honors Society

### Santa Clara University

Santa Clara, CA

*Bachelor of Science, Anthropology; International Business minor*

June 2013

- Honors: Magna Cum Laude, Dean's List (all quarters), Lambda Alpha Anthropology Honors Society

## EXPERIENCE

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### Fiserv

Greenwood Village, CO

*Senior Business Intelligence Analyst*

February 2018-Present

- Create and maintain accurate, effective reports and data sources in Tableau to track sales initiatives, new product launches, and financial metrics.
- Develop efficient SQL logic to power Tableau reports and ad hoc requests. Architect and manage ETL processes to integrate data from a variety of sources including Google Analytics and Workday.
- Collaborate with stakeholders across multiple teams and organization levels to identify reporting needs and develop key metrics.
- Manage the Tableau environment, including the Linux server, user access and permissions, and cleanup of outdated reporting.

### Coda Signature

Denver, CO

*Consulting Business Analyst*

March 2017-August 2017

- Identified annual revenue opportunities of over \$3 million by recommending new target dispensaries based on segmentation and regression models.
- Detailed a marketing and sales strategy to improve current client sales by over \$1 million annually using market basket analysis (association rules).
- Forecasted monthly demand for each product to assist the manufacturing team in their staffing and production plans.

### Pacific Consulting Group

Redwood City, CA

*Senior Marketing Research Analyst*

February 2014-February 2018

- Conducted analysis (frequencies, regression, ANOVA, factor analysis, and cluster analysis), managed data quality, authored research results, and coordinated implementation of large scale, multi-segment, multi-lingual surveys for the Internal Revenue Service.
- Conducted analysis, managed survey administration and data collection, and reported research results for the annual National Park Service Visitor Survey Card project. Created accurate reports for 317 parks and 7 regions.
- Collaborated with clients and managed analysis and reporting for studies such as the Centers for Medicare & Medicaid Services National Training Program workshop assessments and for seven private schools.

## OTHER ACTIVITIES

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Volunteer Docent, Dinosaur Ridge in Morrison CO

2018-Present

Treasurer, Business Intelligence and Analytics Club at University of Denver

2016-2017

Team Member, Santa Clara University Women's Ultimate Frisbee

2010-2013

## SKILLS

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**Computer:** Proficient in Tableau, Power BI, Oracle SQL Developer, Microsoft SQL Server, Microsoft Office Suite, SPSS, SAS, R, Python, Pentaho