Terrance Sutcliffe

+1 (773) 490-6999 • tsutcl2@gmail.com

EXPERIENCE

Plein Air Agency **Dallas, TX**

Senior Analyst *August 2019 – Present*

- Owned the quantitative analysis, analytics, and optimization of digital media for our clients as the data SME.
- Managed our clients' data and shared learnings, actionable recommendations, and impact with our c-suite team as well as leadership on the client-side during weekly presentations.
- Built automations utilizing Python and R with inputs from API and flat-file pulls to establish a scalable reporting (dashboard, scorecard, presentations) system that displays comprehensive data from sources including sales, comps, loyalty, as well as digital media performance, and website user behavior.

RAPP **Dallas, TX**

Senior Analyst *January 2019 – August 2019*

- Successfully reverse engineered complex calculations, as well as data and attribution logic from over thirty sets of reports from the client's previous agency given only the desired output (previous agency's report) with virtually no documentation, minimal guidance and over 100+ flat files and API, pulls from scratch.
- Developed a bespoke large data production reporting system given our unique constraints, utilizing scripting languages such as Python, SQL, and R to create a reproducible, scalable, and automated process.
- Engineered the data model logic to clean, merge, transform and report multi-channel, multi-platform insights outputting to Tableau, Excel, PDF and/or PowerPoint.
- Created a comprehensive Extract, Transform, Load (ETL) and Quality Assurance pipeline that identifies anomalies and errors early and traced them back to their point of origin prior to suggesting actionable solutions.

Urban Science **Dallas, TX**

Onsite Consultant *April 2018 – December 2018*

- Lead all scripting (Python, SQL, R, Unix) development, visualizations, and ad-hocs delivered to the client.
- Translated non-technical requests from narrative form, to clear, quantifiable data inputs and outputs allowing for the results of projects to be well defined, actionable recommendations, and empirically backed answers.
- Worked closely with the client onsite to gain an understanding of their challenges and opportunities.
- Developed Geospatial dashboards as well as static reports in Tableau to allow clients to quickly and visually assess market and dealer body health.
- Pioneered a new ranking algorithm utilizing machine learning which identified the highest impact opportunities, allowing our client to hit stretch targets while reducing the client's analyst resources.

Urban Science **Los Angeles, CA**

Onsite Analyst *October 2016 – March 2018*

- Coordinated consulting on analytical and statistical retail network planning in addition to database system management and spatial analytics reporting across three clients in different time zones, countries and cultures.
- Spearheaded SQL, SSIS, and VBA development for a process improvement overhaul of the legacy ETL code-base which resulted in an average 33% reduction in processing for multiple reports, saving days of labor.

EDUCATION

University of Illinois at Chicago **Chicago, IL**

- Bachelor of Science in Finance; Minor in Business Analytics (Data Science) *Graduated May 2016*
- Major GPA: 3.8/4.0, Cum Laude, Dean's List, Tau Sigma Honors

Chinese University of Hong Kong **Hong Kong SAR, China**

- International Business, International Finance *Summer 2015*

SKILLS

Certifications: Udemy Python Bootcamp, HarvardX Data Science, Data Camp Data Scientist Career Track
Analysis & Visualizations: Python, SQL, R, Tableau, Alteryx