

## **Work Example: B2B2C Linkage Framework – Scalable Identity System**

This project highlights how I led the design and implementation of AnalyticsIQ's B2B2C Linkage Framework—a unified identity system built to connect over 265 million consumers and 124 million professionals. The initiative centered on designing a scalable, privacy-safe data architecture that balanced precision, usability, and transparency across the company's marketing and analytics ecosystem.

### **Challenge**

Traditional B2B and consumer datasets existed in silos, creating friction in activation, enrichment, and measurement workflows. The challenge was to link these ecosystems at scale while maintaining compliance, accuracy, and interpretability for non-technical users. We needed a structure flexible enough to support evolving data sources yet governed enough to ensure long-term trust and consistency.

### **Approach**

I partnered with data science, engineering, and commercial teams to architect a hybrid deterministic/probabilistic linking framework leveraging AI-assisted matching, feature ranking, and schema standardization. Automated data refresh and validation pipelines were deployed in Snowflake and AWS, integrating quality scoring and anomaly detection for real-time insights. We treated data design like UX design—creating reusable patterns, naming conventions, and governance standards that improved usability and adoption.

### **Outcome**

The framework improved linkage accuracy from 45% to 65% and reduced core build cycles by 35%. It became the foundation for AnalyticsIQ's identity, consumer, and business products—powering omnichannel personalization and analytics for 30+ enterprise clients. Beyond performance gains, the framework unified how teams discussed and trusted data, turning a complex ecosystem into a coherent, human-centered system.

### **Key Highlights**

- Unified consumer and B2B data into a single, privacy-safe architecture
- Increased linkage accuracy by 20 percentage points
- Reduced refresh cycles by 35% through schema automation
- Established governance framework that scaled across multiple data products
- Enabled consistent data access and understanding for internal and client teams

### **Public Reference**

Project overview: <https://analytics-iq.com/b2b2c-linkage-data/>