Brian Ritz

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# Summary

I am a data analyst with 3 years of experience using SAS, R, and python in retail environment. At dunnhumbyUSA I have modelled the effect of price and promotion on consumer behavior and in-store uplift from clients’ CRM campaigns. I have also completed over $5000 of freelance work in the past 6 months including natural language processing on Supreme Court transcripts in python, creating a robust data ETL process for real estate tenant data with pandas, and predictive modelling on a dataset created from call center call recordings with R.

# Education

**MS,** *Analytics***, University of Chicago;** Chicago, IL *Expected* **2016**

**BS**, Mathematics, **Indiana University**, Bloomington, IN **2012**

**BS**, Business Economics, **Indiana University**, Bloomington, IN **2012**

**Experience**

**dunnhumbyUSA,** Chicago, IL **2012 – Present**

***Senior Associate Analyst, Brand Consulting*** *(2013 – Present)*

Deliver timely insights and analysis for CPG clients on the performance of their CRM programs. My work includes determining dollar uplift of CRM campaigns from transaction data, segmenting CRM members based on similar customers in our data, and innovating new ways to impact our clients through the visualization of our insights.

* Served as the lead analyst on 6 major projects in the past year worth over $500,000 in revenue
* Expanded our CRM capabilities and efficiency through innovation including:
* A standard library of SAS code including documentation to streamline my peers’ analysis of CRM projects
* A new “continuous panel” for campaign analysis of customers who consistently appear in our database
* An analytic methodology for analysis of smaller programs with <1000 members who match our database
* A seasonal sales adjustment for extrapolating 3 months of customer behavior to an entire year

***Associate Analyst, Kroger Retail*** *(2012 – 2013)*

Independently own and deliver ad-hoc price and promotion insights projects in support of Kroger’s needs throughout the year.

* Increased Kroger’s operating profit by identifying high-elasticity products where a decrease in price increases profits through greater volume
* Developed an automated email system to deliver common data reports and insights directly to our internal client leads recognized by senior management for its contribution to efficiency in the company
* Created a series of SAS programs and R scripts to validate the internal model and forecast accuracy of PriceStrat ®, dunnhumby’s retail demand modeling and price-optimization tool for Kroger
* Programmed automated SQL procedures to create an easy-to-use repository of PriceStrat® data for use by client-facing employees

**Freelance Data Analyst,** Chicago, IL **2014 – Present**

* Created python scripts for ongoing analysis of group dynamics in Supreme Court transcripts for a law professor
* Modeled the probability of a call-back to a call center based on call features for a major telecom corporation
* Automated chart-creation and introduced new visualization techniques to a consumer survey company

**Technical Proficiencies**

**SQL \* SAS \* Python \* R**