

Brett R. Paley

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Education

Bryant University *Smithfield, RI*

B.S International Business Major, Dual Concentration Finance / Chinese

NYC Data Science Academy *New York, New York*

Python Bootcamp: Data Analysis & Visualization

Cumulative GPA: 3.45

May 2017 Cum Laude

Fall 2019

Experience

Data Analyst

New York, NY, Sep. 2019 - Present

The Knot Worldwide -formerly XO Group Inc.

- Collect and analyze data from relational databases using SQL to enable stakeholders across Product, Business Development, and Finance to make data-driven decisions.
- Update, troubleshoot, and execute SQL scripts in Tableau that generate revenue reports used by the Accounting department to start the monthly billing cycle.
- Collaborate with cross functional teams to gather requirements for new data visualizations, dashboards, as well as automated reporting for recurring updates sent to the General Manager.

Associate, Insights & Optimization

New York, NY, Apr. 2019 – Sep. 2019

The Knot Worldwide -formerly XO Group Inc.

- Consolidated four years of retail product data from twenty-three retailers into a series of market share and product trend analyses that were used to develop an internal marketplace strategy.
- Built and maintained the Business Development Forecast Model that covered a diverse portfolio of retailers with a combined annual referred Gross Merchandise Value over \$250M.
- Presented monthly revenue projections and pacing to budget estimates using revenue data from internal and external data sources to the Executive of Registry and FP&A.
- Implemented an affiliate tracking link generator using concatenation and vlookup formulas in Excel to replace a manual process in order to eliminate human error and drastically reduce lead time.

Analyst, Insights & Optimization

New York, NY, Jun. 2018 – Apr.2019

XO Group Inc.

- Increased revenue by reordering the position of retailer logos on our site to drive traffic towards higher converting partners with more favorable rates based off of a click distribution and grid sensitivity analysis.
- Created saved reports in Birst that organized KPIs into digestible visualizations based off of requests from the VP of Registry and Relationship Managers.
- Worked with Business Intelligence and Data Engineering to transition important reports from Tableau into Birst by presenting data proposals in prioritization meetings.

Analyst, Business Development

New York, NY, Jun. 2017 – Jun.2018

XO Group Inc.

- Supported Relationship Managers with data-centric performance updates for key external business partners on a monthly basis.
- Updated inputs to the Business Development Bottom-Up Forecast using revenue data from Tableau.
- Organized and updated a Business Partner Master Summary with contract rates, payment terms, expiration dates, and special terms.

Awards, Honors, Skills, and Interests

- **Programming Languages:** SQL, Python
- **Foreign Languages:** Mandarin Chinese
- **United States Department of State Fulbright Scholar** - Semi-finalist
- **Skills:** Data Analysis, Public Speaking, Excel, PowerPoint, Database Management Tools, Google Analytics, Forecasting, Affiliate Networks, Tableau, Birst, Bloomberg, FactSet, and Snowflake.