

Briana Kent

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Results-driven analytics professional with 7+ years of experience validating complex processes and translating data into clear, actionable insights. I approach every project with a balance of art and analytics, striving to make data accessible, meaningful, and beautiful.

Certifications & Skills

Certifications: Alteryx Designer Core Certification, ISTQB® Certified Tester Foundation Level (CTFL)

Methodologies: Software Development Lifecycle (SDLC), Exploratory Data Analysis (EDA)

Software & Tools: Alteryx, SQL, Tableau, Power BI, Excel, Python

Professional Experience

Alight Solutions, Analytics Engineer & Value Analytics Consultant, Apr 2022 – Present

Senior Value Analytics Consultant, Apr 2022 – Feb 2023; Principal Analytics Engineer, Feb 2023 – Present

Partner cross-functionally with sales, customer success, and product teams to deliver data-driven insights that shape strategic decision-making for Alight's largest clients. Serve as a client-facing analytics consultant, presenting dashboards, facilitating workshops, and quantifying value to support multi-million-dollar renewals and new business.

- **Client Engagement & Value Consulting:** Supported more than 50 client-facing analytics engagements, directly influencing hundreds of millions in renewals and upsells by demonstrating tangible value through benchmarking, predictive analysis, and ROI storytelling.
- **Cross-Functional Collaboration:** Function as the bridge between technical and non-technical teams, designing and translating complex data models into clear, business-relevant insights for C-suite-level stakeholders.
- **Analytics Optimization and Strategy:** Design scalable dashboards in Tableau integrating workforce, engagement, and administrative data (leveraging billions of records in an AWS data lake) and build automated value calculators using tools like Alteryx and Excel.
- **Innovation:** Pioneer reporting templates and prototype analytics workflows/agents to improve reporting accuracy, insight generation, and time-to-delivery.
- **Thought Leadership:** Co-facilitate wellbeing and value realization workshops with clients and mentor new team members in data storytelling and visualization best practices.

Ernst & Young (EY), Test Automation Engineer & Testing Consultant, Jul 2018 – Apr 2022

QA & UAT Consultant, Jul 2018 – Aug 2019; Test Automation Engineer, Aug 2019 – Apr 2022

Executed functional and automated testing for enterprise applications, applying data validation and BI insights to optimize system performance and reporting reliability.

- **Client Delivery & Analytics Enablement:** Led user acceptance testing and data validation for multi-year SAP implementations, ensuring alignment between business requirements and data outputs. Partnered with stakeholders to design automated testing and analytics workflows that improved reporting visibility and decision-making.
- **Cross-Functional Collaboration & Management:** Managed and coordinated global teams using Jira and eazyBI, overseeing test and defect tracking. Developed status reports and dashboards that communicated progress and insights to technical and business stakeholders.
- **Predictive Analytics & Innovation:** Built a Python-based predictive model to optimize test case scheduling and contributed to the design of EY's Next-Gen Testing Platform, improving QA efficiency and standardizing analytics reporting for ERP projects.

Education

DS4A Empowerment Bootcamp, Honors Certification – Correlation One, 2021–2022

Bachelor of Business Administration (BBA), Actuarial Science – University of Texas at San Antonio, 2014–2018