

BRIAN WILSON

Business Intelligence Specialist | Data Engineering & Analysis

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"Utilizing Proficiency in Data Analysis and Clear Communication to Propel Business Intelligence Strategies."

Seasoned professional adept in data analysis and cross-disciplinary communication, proficient in steering strategic initiatives to enhance business intelligence effectiveness and streamline data-driven decision-making processes. Skilled in fostering collaborative environments and facilitating seamless interactions between technical and non-technical stakeholders aimed at optimizing operational efficiencies. An expert in leveraging agile methodologies and a comprehensive understanding of data analysis tools, empowering efficient project delivery while ensuring client satisfaction. Committed to inspiring excellence and fostering innovative strategies to elevate organizational capabilities, driven by a passion for leveraging data insights to drive informed business decisions.

CORE EXPERTISE

Business Intelligence | Data Analysis | Statistical & Trend Analysis | Data Migration | Data Visualization Techniques | Business Value and Intelligence Tools | Quantitative Analysis | Operations Research | Data Mining | Business Analysis | Analytical Support | Time Management | Quality Control | Business Process | Process Models | External Relations | Written and Verbal Communication | Complex Data Sets | Process Improvement | ETL | Decision Intelligence | Process Flow Designs

Technical Skills: Microsoft Office (Word, Excel & PowerPoint) | Microsoft SSIS | Tableau | VBA | SQL | Microsoft SQL Server | Python | R | Javascript | Microsoft Power BI | Visio | Jira | NLP | ERP Systems | Oracle | QlikSense

WORK EXPERIENCE

INFOMC ♦ Philadelphia, PA

Product Manager

February 2021 – December 2023

- Oversaw Aetna Healthcare, spearheading stakeholder meetings to ensure alignment between client needs and goals.
- Coordinated with internal support teams, triage, business value, and clients to develop or deliver high-quality, timely code solutions for InfoMC's healthcare product, ensuring seamless functionality.
- Enhanced the performance of the healthcare application by optimizing and fixing backend code, resulting in a 30% decrease in response time as well as elevating user satisfaction by 25%.
- Managed and resolved over 100 critical issues, in Jira, within six months through meticulous oversight of the bug tracking system, significantly reducing downtime as well as ensuring smooth operation of the healthcare application.

Key Accomplishments:

- ✓ Managed and resolved over 100 critical issues within six months through meticulous oversight of the bug tracking system, significantly reducing downtime as well as ensuring smooth operation of the healthcare application.
- ✓ Reduced the product backlog by 30% within my first year, increasing our forecasted delivery and customer satisfaction
- ✓ Led the initiative to transition our software development process to an Agile framework, which significantly improved our team's efficiency with code delivery by 50%

REACHMOBI ♦ Philadelphia, PA

Business Intelligence Specialist

February 2019 – February 2021

- Spearheaded the analysis and product management of a suite of Android OS mobile apps, known as "launchers," contributing to a comprehensive understanding of the apps' strategies in weekly collaborations with the CEO or VPs.
- Implemented diverse monetization strategies within the apps, leveraging advanced SQL and Python expertise to wrangle or troubleshoot data, proactively resolving emerging issues as well as enhancing ROI.
- Orchestrated the development and upkeep of daily company-wide dashboards, offering insights into key performance indicators (KPIs) across various products, ensuring informed decision-making.
- Collaborated with cross-functional teams, including web developers, software engineers, and data scientists, applying data-driven insights to prioritize tasks as well as drive strategic initiatives for product enhancement or monetization.

Key Accomplishments:

- ✓ Led a pioneering machine learning initiative employing Topic Modeling and latent Dirichlet Allocation to categorize unstructured in-app search data, enhancing data organization as well as retrieval efficiency significantly.
- ✓ Produced automated email blast procedures leveraging stored procedures and triggers within a recommendation engine framework, directly engaging consumers based on their preferences or behaviors.
- ✓ Developed a programmatic solution to identify high-value customers by analyzing click rates, optimizing advertisement targeting strategies, and spearheading daily processes through advanced query creation for improved team productivity.

WAYFAIR ♦ Boston, MA

Competitive Strategy Data Analyst, Exclusive Brands

August 2016 – February 2019

- Established a comprehensive template for streamlined communication of issues and errors, serving as the blueprint for effective correspondence with engineers across the organization.
- Conducted advanced string matching practices in Python or SQL, identifying competitor products closely resembling own offerings within specified confidence intervals, triage, presenting insights, and rectifying deficiencies or PDP issues.

- Defined comprehensive stakeholder data requirements and translated raw customer usage data or industry trends into insightful metrics, reports, as well as dashboards, empowering data-driven decision-making processes.
- Analyzed customer usage data to identify opportunities for increased product usage, improvements, new business strategies, enhanced retention, and price optimization, influencing stakeholders through recommendations.
- Administered investigations into unstructured problems, using historical analysis to craft compelling stories centered on insights, fostering stakeholder buy-in while spearheading the design of merchant dashboards for sales and GRS tracking.

Key Accomplishments:

- ✓ Applied rigorous internal analysis to detect inventory discrepancies, revealing the absence of 10,000 items from the company's website, a resolution that mitigated potential losses and optimized revenue streams.
- ✓ Initiated rapid progression within six months, achieving promotion to a leadership role in December while excelling in training new employees and leading teams to elevate proficiency in systems and advanced coding techniques.
- ✓ Pioneered predictive insights creation through script development, leveraging historical and trend analysis to forecast winning SKUs, showcasing a proactive approach to analyze data or data-driven decision-making.
- ✓ Headed a transformative initiative addressing Product Display Page (PDP) issues by crafting and optimizing complex SQL queries, significantly reducing problems by tens of thousands as well as enhancing overall system efficiency.
- ✓ Identified stakeholder implications, leading to the structured resolution of the sales process or technical gaps while presenting strategic opportunities, driving increased click rates, revenue, and performance through insights.

Fidelity Investments ♦ Boston, MA

Financial Representative → High-Opportunity Representative

July 2015 – August 2016

- Investment consultant serving high net worth clients, managing large portfolios
- Passed series 7 and 63 licensing to trade on nationally recognized exchanges and OTC markets.

Key Accomplishments:

- ✓ Promoted in 5 months
- ✓ Brought in outside assets meeting & exceeding wkly goals of \$90K
- ✓ Ranked Top 10% Performer out of all high opportunity representatives in Q1 of 2016
- ✓ Brought in over a million dollars in flows on multiple occasions.

RECENT PROJECTS

INOUTSOURCE ♦ Philadelphia, PA

Product Developer

July 2021 – February 2022

Developed and implemented a robust string matching algorithm integral to the "NCFI" product or acts as an advocate as well as utilized by law firms for enhanced functionality or efficiency.

UNIVERSITY OF PENNSYLVANIA ♦ Philadelphia, PA

COVID-19 Research Data Analyst

August 2020 - July 2021

- Contributed to a groundbreaking research paper spearheaded by Penn Medicine, specializing in the development, import, export, cleaning, organization, emerging technologies, and statistical analysis of patient data.
- Engaged in weekly collaborations with Penn Medicine doctors and students, providing critical insights or progress updates, as well as contributing to strategy discussions or the research paper's development.
- Earned co-authorship on the forthcoming research paper due to impactful assistance and emerged as the primary point of contact for resolving technical data challenges encountered during the research process.

EDUCATIONAL BACKGROUND

Bachelor of Business Administration in Finance & Marketing | University of New Hampshire, Durham, NH

Fall 2011 – May 2015

Relevant Coursework and Projects: Management Information Systems, Marketing Research, Business Statistics, Investment Analysis, Organizational Behavior, General Psychology

Brown University | Coding the Matrix

University of Michigan | Intro to User Modeling, Python Data Structures, Using Python to Access Web Data, Using Databases with Python, SQL for Data Science

Harvard, Stanford, and Linda.com | R, SQL (audited)

University of California, Davis | Intro to SQL

CERTIFICATION, AWARD & DISTINCTIONS

Certified Scrum Master | Scrum Alliance | November 23, 2023

Promoted 2X within only six months for rapid mastery & adding value outside the scope

Top 9% of all Financial Representatives nationally for premier customer experience, resulting in a financial reward

WOW, Award for three straight months of outperforming operational metrics. Team MVP Award

Outperformed lead production standards on multiple occasions