

Lucas Cobb

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Skills

Business Intelligence (BI) - Data Analytics - Data Visualization - Business Strategy - SQL - R - Python
- Power BI - Tableau

Experience

Sonepar Canada - *Senior Data Analyst* - 2021 to Present - Toronto, Ontario, Canada

- Enhance Data Analysis frameworks and back end systems for improved efficiency.
- Executed a project, introducing Looker as the core Business Intelligence platform for unified marketing reporting.
- Manage a team of Data Analysts, fostering a high-performance analytical environment.
- Implement automated reporting for critical meetings and specific use-cases.

Blackbaud - *Senior Data Analyst* - 2016 to 2021 - Daniel Island, South Carolina, USA

- Led the design and implementation of a data lake infrastructure, resulting in a 40% reduction in data storage costs and a 25% increase in data accessibility.
- Led a successful A/B testing initiative resulting in a 12% increase in website conversion rate
- Established and managed a data quality assurance program, improving data accuracy and integrity.
- Pioneered the integration of advanced analytics into marketing strategies, enhancing targeted campaign effectiveness.

Blackbaud - *Data Analyst* - 2010 to 2016 - Daniel Island, South Carolina, USA

- Converted Excel spreadsheets to Tableau (2013), then Power BI (2015) dashboards to enhance data-driven decision-making.
- Implemented machine learning models for customer behavior prediction, reducing customer attrition.
- Automated reporting with Python scripting, significantly decreasing manual effort and improving accuracy.

Education

Chapman University, Orange, California, USA - *Data Analytics, B.S.*