DALE PARR

DATA ANALYST

Data-driven strategist with over 16 years of experience in the fashion and e-commerce industries, specializing in advanced data analytics, predictive modeling, and strategic business insights within omnichannel frameworks.

Proficient in SQL, Python, Statistical Theory, Tableau, and advanced Microsoft Excel, with a proven track record of leveraging complex datasets to drive profitability, enhance customer engagement, and streamline operations.

Demonstrated success in collaborating with cross-functional teams to deliver actionable insights that inform financial planning, operational excellence and marketing strategies.

PROFESSIONAL EXPERIENCE:

SENIOR DATA ANALYST

Present: Club 1984 - Remote

Executive Summary:
- Orchestrated a comprehensive retention and LAG analysis at Club 1984, leveraging deep data analytics to enhance understanding of customer purchase behaviors and optimize engagement strategies.

Tools/Methods Used:
- Advanced Data Analytics: Employed Python for predictive modeling and statistical analysis. Survival analysis, Bayesian methods.
- Data Management: Utilized SQL for data manipulation and CRM systems for integrating customer data with marketing strategies.
- Visualization: Used Tableau to visualize trends and insights, aiding in strategic decision-making.

Financial Outcomes:
- Delivered a combined financial impact of £1.875 million by increasing customer lifetime value by 20%, reducing churn, and enhancing conversion rates, which directly increased revenues and preserved the existing customer base.

DATA PROJECT LEAD

Q2 2024: GEEIQ - Remote

At GEEIQ, I led a critical analysis project to evaluate the impact of branded item releases on game visits, applying statistical testing and data governance best practices to manage extensive datasets with high levels of missing data relating to Roblox experiential campaigns for adidas, Tommy Hilfiger, Nars & Walmart.

Using Python, SQL, and SPSS for rigorous hypothesis testing, I uncovered insights that guided a strategic overhaul in promotional activities. This initiative not only reversed a negative trend in game visits but also optimized item release strategies, highlighting my proficiency in causal analysis and contributing to a refined marketing approach that aligned with player engagement goals.

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LSE Data Analytics

Podcast Host

RECOGNITION

- Drapers Award - Best Specialist etailer (National)

TECHNICAL PROFICIENCIES:

Data Science & Analytics:
- Tools: Python, SQL, Tableau, Jupyter Notebook
- Techniques: Data Engineering, ELT, Orchestration, Data Visualization, Exploratory Data Analysis, Insight Generation.
- PCA, Regression, Correlation Matrix, Statistical Hypothesis Testing, Bayesian Methods, PCA and Causal Impact.

Technical Skills:
- Platforms: Big Query, Weld, PGAdmin, Google Analytics, Shopify, WordPress, DBeaver.
- Collaboration Tools: Discord, Miro, Notion

- AI & Machine Learning:
- Focused applications in fashion analytics and predictive modeling.

- Strategic & Operational Leadership:
- Digital transformation, strategic planning, e-commerce strategy
- Operational efficiency, stakeholder and team management

- Emerging Technologies:
- Web3, Tokenomics, Extended Reality (XR), Virtual Try-On (VTO)

- Strategic Development:
- Digital Transformation and Innovation
- Demand Creation and Revenue Growth
- Operational Efficiency and Logistics
- Staff Recruitment and Team Building
- Monthly Management Information (M.I.) Systems

Tools/Methods Used:
- Statistical Testing: Applied T-tests and ANOVA using SPSS to assess the impact of different strategies.
- Data Governance: Ensured high data integrity with SQL and Python, managing extensive datasets with significant missing data.
- Data Analysis: Used Python for data cleaning and analysis, providing the foundation for strategic decisions.

Financial Impact:
- Increased Engagement and Retention: Improving player engagement potentially increases daily active users (DAUs) or monthly active users (MAUs), leading to higher in-game spending. Improved item release strategies led to a 10% increase in engagement. Average revenue per daily active user (ARPDAU) was $1, and DAUs increased from 100,000 to 110,000, that's an additional $10,000 daily, or about $3.65 million annually.
- Cost Efficiency: Enhanced data governance might reduce the costs associated with data handling, analysis, and insight generation by 20%, leading to savings in operational costs.

COO / HEAD OF DATA ANALYTICS

2020-2022: Fresh Couture - Hybrid

Directed a high-growth streetwear label's analytics and operational strategy, significantly reducing returns and improving customer retention metrics.

Tools/Methods Used:
- Goole Analytics, Klaviyo, Shopify.

Financial Impact:
Achieved a 22% increase in conversion rates and extended customer churn rate from 60 to 110 days, enhancing customer lifetime value by 36%.

FOUNDER / HEAD OF DATA ANALYTICS

2008-2018: Soleheaven - Hybrid

Directed a 6-month conversion rate optimization (CRO) initiative at Soleheaven.com, enhancing sales and user engagement through strategic data analysis and UX improvements on the Shopify Plus platform.

Tools & Techniques Used:
- Data Analytics: Employed advanced analytics for customer behavior insights.
- Testing & Optimization: Applied multivariate testing to refine site configurations and validate results statistically.
- UX Design: Upgraded user interface based on analytical insights and customer feedback.

Financial Impact:
- Delivered a 92% increase in conversion rates, significantly boosting revenue and showcasing effective data-driven decision-making.

PROFESSIONAL AFFILIATIONS

Podcast Host - **"Love, Hate, Automate: The Future of Fashion Unfolded"** Engaging with industry experts on the intersection of fashion, innovation, and data analytics.

EMPLOYMENT

Current: Freelance Data Analyst

July 2023 - Jan 2024
Interim COO / Felipe Fiallo Footwear (SYKY)
In a strategic role, I oversaw operations, enhanced efficiency, and led strategic revenue development. My duties span strategic planning, diverse operational management, and analytical leadership. I also focus on merchandising, market analysis, and product lifecycle management.

May 2022 - June 2023:
Head of Fashion / MetaverseMe
Video Game Studio Specializing in Mixed Reality Experiences, Digital Identity, and Decentralized Collectables.

Oct 2020 - April 2022:
Fresh Couture Limited
High Growth UK-Based Streetwear Label.

June 2018 - Sept 2020:
Digital Strategy Consultant
Various consultancy roles in e-commerce, affiliate marketing, and digital transformation.

Jan 2008 - May 2018:
Founder / Soleheaven.com
Global Omnichannel Sneaker Store trading in 60 territories. Recognized by Drapers as an award-winning footwear specialist.

1999 - 2007:
Debt & Equity Trade Support Professional
Various International Investment Banks including Merrill Lynch, Barclays Capital & Bank of New York.

EDUCATION

LSE - Data Analytics for Management
IBM - Data Engineering
Hyperion Dev - Data Science Fundamentals

Coursera Membership:
- **Futures Institute: Future Foresight**
- **KTH Innovation: Digital Transformation Specialist**

1991-1997
Jack Hunt School
Peterborough