Berthony SULLY

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PROFILE

Data Analyst with over 6 years of experience in analyzing complex data sets, extracting and transforming data using SQL and Python, and creating interactive reports and dashboards using Power BI, Looker Studio, and Tableau. Skilled at converting raw data into actionable insights to support informed decision-making. Expertise in relational database management, data visualization, and developing predictive models.

SKILLS

- **Data Analysis**: Descriptive analysis, predictive modeling, data modeling, key performance indicator (KPI) calculation.
- **Programming Languages**: Python, R, SAS
- **Databases and Query Languages**: SQL, PostgreSQL, MySQL Workbench
- **Data Visualization and Reporting Tools**: Power BI, Looker Studio, Tableau, Dash-Python, Plotly, Matplotlib, Seaborn, Excel
- **Tools**: Git & Github, Visual Studio Code, dbt, Jupyter Notebook, Spyder, Rstudio, SPSS
- **Other Skills**: ETL and ELT process automation, quantitative and qualitative research
- **Project Management**: Project monitoring and evaluation
- **Languages**: English (functional), French (native).

PROFESSIONAL EXPERIENCE

HTBrand   **Montréal, QC, Canada**
Data analyst   **Mars 2023 – Présent**

- Identify and address data analysis needs for various business units within the company.
- Conceptualize and implement analytical tools to evaluate marketing campaigns in a challenging economic context using **Python, SQL,** and **Power BI**.
- Define key performance indicators (KPIs) to measure companies' return on investment (ROI).
- Develop interactive dashboards using **Power BI** to track performance indicators and improve decision-making within the organization.
- Serve as a data expert for internal teams to analyze, interpret, and model marketing data using statistical analysis techniques with Python.
- Implement complementary data collection tools, such as surveys and user tests, to enrich the existing database.
- Monitor data quality and consistency by collaborating with teams using **Data Build Tool** (dbt) for the ELT (Extract, Load, Transform) process.
- Participate in data transformation using **Data Build Tool** and **SQL**, optimizing transformation models to ensure data quality and accessibility.
- Collaborate with development and data engineering teams to automate data pipelines and improve analytical workflows using **Python** and **SQL**.

ARVAL France   **Rueil-Malmaison, France**
Data Analyst — Consultant   **May 2022 – November 2022**

- Conducted in-depth analysis to evaluate and enhance debt recovery methods, significantly improving the department's performance.
- Designed and implemented performance metrics using **SAS** and dashboards, facilitating data-driven decision-making.
- Optimized reporting processes to improve decision-making using **Excel** and **Power BI**.

AVISIA SAS   **Paris, France**
Data Scientist Intern   **May 2022 – November 2022**
- Played a pivotal role in the collaborative development of a deep learning model that successfully predicted Indira Ampiot from Guadeloupe as the Miss France 2023 winner.
    - Leveraged advanced data analytics and machine learning techniques to analyze and interpret complex datasets, enabling the team to identify key predictive factors with high accuracy.
    - This project exemplified my ability to apply innovative AI solutions to real-world challenges, demonstrating both technical proficiency and strong team collaboration skills.

Catholic Relief Services   **Port-au-Prince, Haiti**
Data Analyst — Monitoring and Evaluation   **February 2021 — August 2021**
- Designed data collection instruments, establishing robust measures to assess project progress and impact across multiple areas of intervention.
- Managed the entire data lifecycle, ensuring accurate collection, analysis, and presentation of critical project data to stakeholders.
- Developed and updated a dynamic **Power BI** dashboard, providing real-time insights into project outcomes and facilitating strategic adjustments.

Population Services International   **Port-au-Prince, Haiti**
Research, Evaluation, and Data Analysis Specialist   **January 2020 - February 2021**
- Conducted comprehensive research and evaluations for health projects funded by the Global Fund, applying advanced statistical methods to assess program effectiveness.
- Supervised data collection efforts in the field, ensuring data integrity and adherence to study protocols.
- Analyzed and disseminated results to donors and partners, contributing to informed decision-making and strategic planning.

Monitoring, Evaluation, and Data Analysis Officer   **Port-au-Prince, Haiti**
Mercy Corps   **September 2018 — January 2020**
- Designed monitoring and evaluation frameworks, enhancing the organization's ability to track program impact and make data-driven improvements.
- Developed and implemented innovative data collection methodologies, improving the accuracy and relevance of program data.
- Collaborated closely with international partners to harmonize data collection efforts and evaluation methods, ensuring consistency and reliability of project outcomes.

FORMATION

- **Master's degree in Information Processing andData science in Business (TIDE)**   **Paris, France**
  Paris 1 Panthéon—Sorbonne University   September 2021 – November 2022

- **Bachelor's degree in Applied Economics and Statistics**   **Port-au-Prince, Haiti**
  Centre de Techniques de Planification et d'Économie Appliquée (CTPEA)   Décembre 2013 — August 2018