

# Susan Knight, M.S.

## Data Scientist | Data Analyst | Business Analyst

Redefining organizational competitiveness working at the intersect of data, domain knowledge/strategy, and digital products to drive decision making and add business value.

Portfolio:

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## SUMMARY

A **seasoned professional** with a **15-year career** evolving across data analytics, business analysis, marketing, product lifecycle management, and project management in Healthcare, Finance, and Education industries. Recent graduate study (M.S. Business Analytics) at a **top-ranked Data Science Master's program** leading to an enhanced breadth and depth of experience in Data Science and advanced analytics.

## DATA SCIENCE PROJECTS

### Sales Forecasting by Strategy Type

Explored sales and advertising **multi-variate time series data** in **R** and fitted it to a **linear regression model** evaluating for accuracy in performance. This included feature engineering to **improve model fit** to account for each strategy type. Leveraged the final model to make a sales **prediction** for a particular strategy.

### Spotify 'Like' Predictions

Using **Python** and **Jupyter Notebook**, leveraged Spotify data via an API to transform and clean the data preparing it for training and testing a **k-NN classification supervised learning model**. Used in conjunction with a **Flask App** to make **predictions** using test parameters.

### Flight on Time Analysis Presentation

**Data analysis** performed on a dataset from the Bureau of Transportation Statistics using **R**. The data was **cleaned and transformed**, and then an **in-depth analysis** conducted including applying **visualization techniques** leveraging several libraries and a **non-technical presentation of findings** together with recommendations.

## EDUCATION & CERTIFICATIONS

### Master of Science in Business Analytics/Data Science

University of Iowa, USA, 12/2020

### Bachelor of Arts in Marketing Management

Coventry University, UK, 07/2005

Certified Scrum Master, Certified Scrum Product Owner

## WORK EXPERIENCE

### Manager | Lead Business Consultant

Perficient, Inc., 03/2017– Present

Recruited by a leading digital transformation consulting firm serving Global 2000 and enterprise customers. **Repeatedly recognized as a top performer** selected for high-priority initiatives. Manage a team of 4, working across several types of roles (Data Analyst, Business Analyst, Product Owner, Project Manager) due to **diverse skillset**. Maximize results for clients providing domain knowledge, technical expertise, and leadership delivering business value and achieving business goals.

## TECHNICAL SKILLS / TECHNOLOGIES

- R, Python, SQL
- R Studio, Jupyter Notebook, Tableau, SAP BusinessObjects, SAS JMP, Oracle SQL Developer
- Data Wrangling, Data Mining, Data Analysis, Data Cleaning & Transformation
- Descriptive analytics
- Diagnostic analytics
- Predictive analytics and modeling using Artificial Intelligence (A.I.), Machine Learning (M.L.), and Deep Learning - Logistic Regression, SVM, Neural Networks, Random Forest, Adaptive Boosting
- K-means Clustering, Classification Decision Trees, K-NN
- Text Analytics - NLP
- Advanced Analytics, Probability/Statistics
- Statistical Modelling in Microsoft Excel inc. Solver
- Adobe Analytics, Google Analytics
- A/B testing
- Business Analysis
- Product Owner / Management

## EXECUTIVE SKILLS

- Quick Learner
- Analytical
- Problem solver
- Storyteller
- Excellent communication (verbal & written)
- Strong Business Acumen
- Curious
- Self-Starter
- Relationship Building
- Organized, Multi-Task
- Influence/Lead Change

- **Domain Expert:** Trusted advisor to clients adding credibility and context to client engagements leveraging industry expertise and knowledge of data and technology solutions. A chief connector that builds relationships and communicates across client senior leadership / c-suite and internal technical teams.
- **Lead Data Analyst:** Recommendations that have **increased acquisition conversion rates by 36%** optimizing the acquisition funnel, **reduced by 27% call center call wait times** optimizing IVR call routing to correct teams, and **improved site search relevancy by 13%**. Convey complex/technical analysis and insights in a non-technical way to business decision-makers to act upon delivering change. Provide support with data tag management strategies, development of measurement plans, and analytics and insights. Produce meaningful insights that deepen understanding of operational performance, customers, and products, offering improvement / optimization recommendations. Perform root cause analyses.
- **Product Owner and Business Analyst:** Deliver digital products that have **increased acquisition conversion rates by 29%** and **improved SEO scores by 168% desktop and 1975% on mobile**. Develop/improve products / systems / processes that solve business problems, support organizational goals, and maximize the value of the product. Solutions across EDWs, Analytics / CMS / CRM migrations, web and mobile product apps, AI enhancements for taxonomy and site search by creating vision determining scope/requirements that then drive design and implementation. Analyze business rules and metrics and workflows, identify opportunities for leveraging data to drive business solutions, specify data or technology gaps, and perform data mapping of key fields.
  - In PO roles, work in an agile environment define requirements across features / epics, develop and maintain the product backlog that is prioritized according to greatest value and supports delivering incremental value. Communicate with and support the cross-functional scrum development team (onshore and offshore). Analyze features post-launch to monitor performance and manage the product lifecycle. On-going product optimization through A / B testing with a clear hypothesis and success metrics identified.
  - In BA roles, lead working sessions with stakeholders to gather and verify specifications and compose use cases to define and document requirements.
- **Project Manager:** Get-it-done guru that can plan and execute projects on time and to budget. Coach and support the team from end-to-end project stages. Track and resolve impediments, log decisions, shield the team from distractions, clarify goals and tasks, solve competing priorities, as well as assist with communication and coordination.
- **Agile Experience:** Work in SAFe scaled agile, agile scrum, and Kanban environments.

## Lead Business Consultant

Tata Consultancy Services, 08/2015 – 03/2017

Working for a global leader in IT services, consulting, and business solutions, I led and managed a data team of onshore and offshore resources to **create a Digital Analytics Practice**. Supported the USAA account as **Lead Digital Channel Data Analyst** and then moved into **Lead Business Intelligence Needs and Solutions Analyst** role due to high performance. Interest and passion grew to pursue a master's degree and prepare for a career in Data Science.

- **Data Analytics:** Supported product management in making operational data-driven decisions leveraging product, channel, and marketing performance reporting. Led the Digital Analytics team that offered reporting using Adobe Analytics, Google Analytics, Excel, and Tableau. Developed first-ever near-real-time product reporting with thresholds for statistical significance and alerts for drops in conversion funnel performance.
- **Data Exploration & Insights:** Recommendations actioned resulted in **18% increase quote completion rate** reducing barriers in the conversion funnel and a **11% increase in acquisition conversion rates** by optimizing the application process by specific cohorts. Conducted ad hoc data analysis requests interpreting disparate quantitative and qualitative data within the context of business objectives to translate questions into recommendations / actionable insights that were presented to non-technical business decision-makers. Recommendations included opportunities for A/B testing. Performed monthly deep dives for top 10 products involving root cause analysis into product performance trends, cross channel experiences, member/consumer behavior based on segments and cohorts.
- **Business Intelligence Needs & Solutions Analyst:** Enabled senior executive leadership to respond faster in making timely high-impact data-driven decisions based on daily operational KPI reporting on products and channels. Supported a big data IT project for cross channel operational BI reporting with a \$4M annual budget. Facilitated sessions with senior business leaders to elicit information on business goals, challenges, and reporting needs. Developed measurement frameworks, identified data sources, and performed data profiling. Conducted data analysis to compose key performance indicators (KPIs), developed models for thresholds using statistical methods of significance and documented requirements including creation of report wireframes based on data visualization and data storytelling best practices.

- **Domain Expert:** Driving force and trusted go-to resource for digital and cross-channel data / expertise known for optimizing channel efficiencies. Subject Matter Expert regarding data sources, attributes, and how the data is collected leveraged throughout reporting, etc. Discovered data gaps and defined requirements for further data ingestion required for opportunity execution improving overall analytics culture.
- **Data Governance:** Supported data quality standards. Monitored issues with reports (including defects in logic and process errors) and collaborated with the team to implement enhancements and fixes. Developed tools for monitoring data quality with near real-time alerts and worked to assist in the development of corrective action plans to improve the accuracy and value of the data. Drafted data dictionaries for reports and created awareness of information governance standards to ensure they were adhered to.
- **Agile Scrum Environment:** Technical Product Owner for big data IT project team working in an agile scrum environment. Created product roadmap and backlog that was prioritized by greatest value, produced user stories including acceptance criteria and refined with the team.

**Product Owner (Contractor)**, Techead, Inc., 01/2015 – 03/2015

**Marketing Communications Manager (Contractor)**, Randstad, 01/2014 – 01/2015

**Senior Digital Strategist (Contractor)**, Global Experience Specialists, Inc., 05/2013 – 01/2014

Recruited by a number of IT staffing companies to support in a variety of contract roles. **Drove high-quality solutions** and provided **reporting and analytics** for clients expanding skillset in analytics. Data formed the foundation of all work completed and decisions made. Clients included:

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**Capital One, McKesson, Pfizer, Boehringer Ingelheim, and IDEXX Laboratories**

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- **Capital One: 13% decrease in average call handle times** by optimizing the application funnel and user experience by leveraging data across call center, market intelligence, customer research, customer feedback as well as channel behavior and product performance. Product Owner of the Credit Card product experience across live chat and telephone channels supporting omnichannel consistency in an agile scrum environment. Sized opportunities and developed use cases to drive investment requirements and prioritization.
- **McKesson:** Successfully transitioned catalog and phone channel customers that generate over \$550 million annual revenue to the e-commerce channel to support organizational cost savings. Supported the phased implementation of a marketing communications program, overseeing marketing campaign execution, and led campaign analysis, e-commerce reporting, and A / B testing.
- **Pfizer, Boehringer Ingelheim, and IDEXX Laboratories: Exceeded sales targets by 24%** translating new digital tool capabilities into engagement opportunities that supported business goals. Provided digital marketing strategy expertise, trade show booth experience design and implementation, and data analytics support.
- **Reporting and Data Insights:** Delivered recommendations to business decision-makers based on data analysis and insights to optimize the performance of conversion funnels. Built measurement frameworks to support reporting for various top-performing products. Created dashboards, reports, and presentation materials to communicate post-show / operational product performance for executives.
- **Strategy Development:** Created strategies to support go-to-market plans working alongside the client's senior leaders to understand business goals and objectives. Synthesized business information to propose relevant strategies.
- **Business Analysis:** Delivered solutions that met the scope, requirements, and organizational objectives. Worked alongside business partners to understand business needs and scope of work, as well as to define business rules / processes. Created documentation for requirements and outlined acceptance criteria. Provided end to end support as the go-to person between the internal development teams and the client stakeholders.

**Marketing Manager, U.K. | Marketing Manager, North America**

DynaVox Mayer-Johnson, 08/2010 – 01/2013

After a successful year of managing marketing campaigns and digital experiences (e-commerce, informational community websites, and mobile apps) across the U.K., I was offered a position at the global head office to develop the brand across North America. This role was a blend of **Marketing Manager, Data Analyst, and Digital Product Owner**. Worked in a data-driven decision-making culture.

- **Product Ownership:** Launched educational mobile apps that reached the **Top 10 Education apps** in Apple store. Accountable for and managed the Boardmaker product's digital experience. Prioritized new product features and enhancements by assessing potential business value. Developed use cases to drive requirements and feature prioritization.
- **Reporting:** Supported management and leadership teams in understanding product performance at any given time to drive business decisions. Created near real-time reports and dashboards for web and mobile app analytics, as well as social media

analytics. Built high-level reports for leadership on operational performance trends and the impact of marketing spend ROI. Identified data gaps in reporting and developed requirements for new data ingestion.

- **Data Analysis:** Leveraged data-centric approach to decision making with product recommendations to improve digital user experience, conversion funnel performance, and optimization of marketing campaigns coming from data analysis and insights. Led custom analyses and connected them to actionable business and product insights. Conducted root cause analyses.
- **Experiments / Testing:** Continually optimized product experiences and conversion funnels. Designed A / B and multivariate testing with clear success metrics for measurement of opportunities and to make final recommendations for implementation.
- **Data Quality:** Ensured quality data in how it was gathered and to ensure accurately reported across the organization. Collaborated with the stakeholders to resolve data tagging issues where data was not being collected accurately, and defects in reporting / metric logic to ensure high data integrity and quality. Developed tools for monitoring and alerting data quality changes and assisted in the development of corrective action plans.
- **Marketing Strategy & Plan:** Drove marketing strategies and tactical plans to deliver upon business targets. Planned and oversaw the implementation of integrated marketing campaigns based on user personas, purchase history, and various levels of engagement.
- **Segmentation / Targeting:** Shifted focus to highly converting cohorts. Drove results by adopting a data-driven approach to optimizing digital experiences and marketing campaigns. Identified characteristics and behaviors of high converting, high average order value traffic to create personas that were then used in targeting and personalization.

**Other roles include:**

- Senior Marketing Executive at Craegmoor Healthcare, UK
- Sales & Marketing Manager at FPM Training, UK
- Marketing Executive – Europe at Experian Footfall, UK
- Marketing Analyst at Lloyds Banking Group, UK