

# Susan Kight, M.S.

## Data Scientist | Lead Data Analyst | Business Analyst

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

### SUMMARY

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

### 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 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 – GPA 3.9

#### **Bachelor of Arts in Marketing Management**

Coventry University, UK, 07/2005

Certified Scrum Master


### 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 **Healthcare** industry initiatives. Supervise a team of 4, working across several types of roles (Lead Data Analyst, Business Analyst, Product Manager /Owner) due to **diverse skillset**. Maximize results for clients providing domain knowledge, technical expertise, and leadership delivering business value and achieving business goals.

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### TECHNICAL SKILLS / TECHNOLOGIES

- R, Python, SQL
- R Studio, Jupyter Notebook, Anaconda, Tableau, SAP BusinessObjects, SAS, Oracle SQL Developer
- Data Cleaning & Transformation,
- Data Wrangling
- Data Mining
- Feature Engineering
- Data Engineering
- 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, Statistics
- Adobe Analytics, Google Analytics
- A/B testing - Optimizely
- Business Analysis
- Product Management - SDLC

### 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

- **Data Mining/Analysis:** Design and build data analysis solutions. Formulate complex/technical analysis and insights that are communicated in a non-technical way to support business management and executive decision-making. Devised **recommendations** that have **increased digital acquisition conversion rates by 36%** optimizing the acquisition funnel, **reduced call center call wait times by 27%** optimizing IVR call routing, and **improved site search relevancy by 13%**.
- **Design, develop, and support dashboards and reports.** Ensure operational and business metric health by monitoring production decision points.
- Provide support with **data tag management strategies**, development of **measurement framework**, and **perform descriptive/diagnostic/predictive analyses**. Retrieve data and conduct analysis in **SQL, Python, and R**. Create Data visualizations in **Data Studio, Tableau, R, Python, Excel, and PowerPoint**.
- **Data Engineering:** For data-related projects, **outline conceptual data model** as business and technical requirements are gathered. Perform **data exploration** across various data sources and lead working sessions with technical stakeholders to **gather business rules** to then support the team in **developing logical relational data model** identifying attributes. Assist team in the **development and review of entity-relationship diagrams (ERD)** to ensure accuracy and architecture solves project objectives. Collaborate on **validating relationships** between entities/tables and approach on primary and foreign keys for **relational schema** and constraints.
- During the development of data projects, support team in **data source mapping** documentation of key fields from original data sources to new targets that also captured information on data types and lengths, null values, default values, and error types.
- **Business Analysis:** Support the entire **SDLC** process by collaborating with the team to architecture, design, implement, test, and deploy solutions across EDWs, MDM, BI reporting, CRMs, AI, CMS, and web and mobile applications.
- **Lead working sessions** with business and technical stakeholders to **gather** and verify **specifications** and compose **use cases** to **drive requirements**.
- **Data Governance:** Assisted with data quality standards using **Informatica**. Captured **data quality technical requirements** for each data source and attribute to leverage within the tool for monitoring data quality with alerts and collaborated in the development of corrective action plans to improve the accuracy of the data.
- **Product Leader: Develop products** - data-related and digital SaaS - and **manage lifecycle** working in a **continuous incremental (CI/CD)** DevOps pipeline. Create **product strategy, vision, and guiding principles** for products that proactively meet customers' needs, remove business problems, and support organizational goals through product features Emphasis on scalable products that can be expanded into different markets/divisions.
  - Data-related products include **BI reporting** and **EDWs**.
- **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 executive leadership/c-suite and internal technical teams. Extensive experience **negotiating** with multiple stakeholders and collaboration with teams in Software Engineering, Operations, and Product Management.
- **Agile Experience:** Demonstrated experience in SAFe scaled agile, agile scrum, and Kanban environments participating/leading ceremonies. Communicate with and support cross-functional engineering teams (onshore/offshore) and business stakeholders.

## Lead Data 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 Analyst** role due to high performance. Passion grew to pursue a career in Data Science.

- **Data Mining/Insights:** Drove analytical projects that spanned across multiple teams and functions where recommendations implemented accomplished an **18% increase in digital quote completion rate** reducing barriers in the conversion funnel and an **11% increase in digital acquisition conversion rates** by optimizing the application process by specific cohorts.
- Assembled first-ever **near-real-time product reporting** with thresholds for **statistical significance** and **alerts** for drops in conversion funnel performance.
- **Interpreted disparate quantitative and qualitative data** within the context of business objectives to translate questions into **recommendations/actionable insights** that were presented/communicated to non-technical business partners and executives.
- **Data exploration & analysis** performed to retrieve, analyze, manage, and share insights and reports for executives using **data mining approaches**. Leveraged **structured and unstructured data** in analyses. Analyses performed using **SQL, R, Adobe Analytics, Google Analytics, Excel, and Tableau**. Completed **monthly and ad hoc deep-dive analyses and root cause analysis** requests.

- Initially led the Digital Analytics team that delivered reporting and analyses using **Adobe Analytics, Google Analytics, Excel, and Tableau**. Supported product management with product, channel, and marketing performance reporting and insights to empower them to make operational data-driven decisions.
- Lead BI Analyst**: Transitioned into a role that enabled senior executive leadership to respond faster in making timely high-impact data-driven decisions based on **operational reporting** on products and channels. In this capacity **led and managed a big data IT project** for operational BI reporting leveraging BusinessObjects with a \$4M annual budget across the **SDLC**. Involved in the development of a new data mart and reporting solutions.
  - Facilitated **requirements gathering sessions** with senior business leaders to elicit information on business goals, challenges, and reporting needs per product area.
  - Completed **measurement frameworks, identified data sources, and performed data profiling**. Supported the team to architect the appropriate solution by conducting **data analysis** on key performance indicators (KPIs)/ attributes, developed **models** for thresholds using statistical methods of significance, and documented technical requirements including creation of report wireframes based on **data visualization** and **data storytelling** best practices.
  - Collaborated with the team on the appropriate level of **data aggregation** and documented **data source mappings**.
  - Supported **end-to-end process of SDLC** supporting the team with stakeholder communication, testing, deployments to production as well as DevOps post-launch for support. Enhanced data product by expanding reporting into various product areas - researched data gaps in reporting and formulated **requirements for new data ingestion**.
- Built and tested new features and concepts and integrate them into the production process if test results were favorable. Designed **A/B test experiments** with control and test groups and analyzed results.
- 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. Assessed data gaps and defined requirements for further data ingestion required for opportunity execution improving overall analytics culture.
- Data Governance**: Monitored issues with reports (including defects in logic and process errors) and collaborated with the team to implement enhancements and fixes. Developed real-time alerts for monitoring data quality with and collaborated in the development of corrective action plans to improve the accuracy and value of the data. Drafted data dictionaries for reports and awareness of information governance standards to ensure they were adhered to.
- Took on **data steward** role for the management and **oversight of digital data assets** to provide various analysts/data scientists and business users with high-quality data in an accessible manner.
- Agile Scrum Environment**: Assigned as technical Product Owner and at time technical team lead working in an agile scrum environment. Created product roadmap and backlog that was prioritized by greatest value, created user stories including acceptance criteria and refined with the engineering team.

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

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

**Senior Digital Strategist (Contractor)**, AppleOne, 05/2013 – 01/2014

Recruited by several IT staffing companies to support 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: Delivered a **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 in 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. Partnered with UX teams. **Exceeded sales targets by 24%** translating new digital tool capabilities into engagement opportunities that accomplished business goals. Delivered digital marketing strategy expertise, trade show booth experience design and implementation, and data analytics support.
- Reporting and Insights**: Across all contracting roles, **retrieved and analyzed data** to share **reports and insights** with **recommendations** (tactical and strategic) to business decision-makers to **optimize the performance of conversion funnels and marketing campaigns**. 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.

- **Business Analyst support:** Delivered **solutions** that **met** the **scope, requirements,** and **organizational/project objectives.** Worked alongside business partners to **document** the **scope** of work and **requirements,** as well as to **define business rules/processes.** Provided **end-to-end support** as the go-to person between internal teams and client stakeholders.
- **Strategy Development:** Generated strategies to support go-to-market plans working with the client's executive leaders to understand business goals and objectives. Synthesized business information to propose relevant strategies and negotiated scope across stakeholders. Influenced without direct reporting authority and actively made decisions across stakeholders.

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

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

After successfully 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.

- **Business Analyst:** Gathered requirements from executive stakeholders from across the business on product enhancements. Documented **requirements** in a standardized format and **process workflows** to drive architecture and development. Supported engineering team on the entire end-to-end process from inception to production deployment as well as business-facing contact.
- **Reporting:** Located, retrieved, and analyzed data to create reports and dashboards for monitoring product performance. Communicated performance and insights to management and leadership teams to drive business decisions. Researched data gaps in reporting and formulated requirements for new data ingestion.
- **Data Analysis:** Implemented a **data-centric approach to decision making** with product **recommendations** to improve digital user experience, conversion funnel performance, and optimization of marketing campaigns derived from data analysis and insights. Led **custom analyses** and **root cause analyses** through the entire analytics lifecycle investigating adversarial trends, identifying behavior patterns, performing **data mining.**
- **Experiments:** Optimized product experiences and conversion funnels by building and testing new features. Designed A/B and multivariate testing with clear success metrics for measurement of opportunities and to make final recommendations for implementation into production.
- **Assessed data gaps** and **defined requirements** for **further data ingestion** required for opportunity execution improving reporting and insights analysis.
- **Data Quality:** Ensured **quality data** in how it was **collected** and ensured **accurate reporting** across the organization. Collaborated with the stakeholders to **resolve data tagging issues,** and **defects in reporting/metric or KPI logic** to ensure high data integrity and quality. Implemented tools for **monitoring** and **alerting data quality** changes and assisted in the development of corrective action plans.
- **Product Owner:** Led and developed **multiple products** through the SDLC. Accountable for and managed the Boardmaker product's digital experience and product roadmap. Prioritized product features and enhancements by assessing potential business value. Constructed use cases to drive requirements. Worked with the engineering team to deliver on the roadmap.
- **Marketing Strategy & Plan:** Devised 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. Partnered with UX and creative teams.
- **Segmentation:** 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.

## Volunteer Opportunities

### Decision Scientist / Data Analyst

Coralville Community Food Pantry, North Liberty Food Pantry 08/2020 – Present

Current crises including the COVID-19 pandemic and high unemployment have exacerbated existing health inequities driven by social determinants of health. Demand for services provided by food pantries has increased 10-fold across the heartland.

- Provide **data collection, extraction,** and **analytics** support on the food insecurity needs of food pantry clients in Johnson County, IA so that pantries and additional organizations with grant-funded resources can make data-driven decisions to implement corrective remedies that improve the overall health of food-insecure families.
- **Analyze data** that is **structured** and **unstructured** to offer insights and recommendations to stakeholders.
- Perform **data clean-up** and **data wrangling to support analyses** that include several **data mining approaches.**