Susan Kight, M.S.

Data Scientist | Data Analyst | Business Analyst

Redefining organizational competitiveness working at the intersect of data, strategy, and digital to drive decision making and add business value by understanding customers and products.

📁 Portfolio:
https://github.com/kight-susan/datascienceportfolio

📞 412-951-5022

✉ susankight@ymail.com

in linkedin.com/in/susankight

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 - NPL
- Advanced Analytics, Probability/Statistics
- Statistical Modelling in Microsoft Excel inc. Solver
- Adobe Analytics, Google Analytics
- Business Analysis
- Product Ownership / Management

SUMMARY

A seasoned professional with 15 years' experience with a career that has evolved across data and analytics, business analysis, product lifecycle management, project management, and marketing in Healthcare, Finance, and Education industries. Recent graduate study (M.S. Business Analytics) at a top-ranked Data Science program leading to an enhanced breadth of experience and depth 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 various diagnostics. This included lagged variables to **improve model fit** and variables to account for each strategy type. Leveraging the final model made 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
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 **visualizations** 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, 11/ 2020
Bachelor of Arts in Marketing Management
Coventry University, UK, 07/2005

Certified Scrum Master, Certified Scrum Product Owner

EXECUTIVE SKILLS

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

WORK EXPERIENCE

Business Analyst Team Manager | Lead Business Consultant
Perficient, Inc., Mar 2017– Present

Recruited by a leading digital transformation consulting firm serving Global 2000 and enterprise customers. Working in the Healthcare Strategy business unit, **repeatedly recognized as a top performer** selected for high-priority initiatives. Manage a team of 4, working across several types of roles due to **diverse skillset**. Maximize results for clients providing expertise and leadership thus delivering business value and meeting business goals.

- **Subject Matter Expert** (SME): Assigned as a SME with industry expertise and knowledge of technology solutions becoming a trusted advisor adding credibility, context, and value to engagements. Go-to person collaborating and supporting client stakeholders and internal teams. Ability to communicate at all levels (senior leadership / c-suite) facilitating a variety of meeting types and through written documentation.
- **Data Analyst**: Provide support with data tag management strategies, development of product and channel measurement plans, and dashboard / report creation. Produce meaningful insights to deepen understanding of customers and products, offer improvement / optimization recommendations for product experiences, and perform root cause analyses. Convey complex ideas to non-technical stakeholders.
- Business Analyst: Lead working sessions with several stakeholders to gather and verify specifications and compose use cases to define and document requirements. Analyze business rules and metrics and / or workflows, identify opportunities for leveraging data to drive business solutions, specify data or technology gaps, and perform data mapping of key fields. Guide strategic direction, and provide end to end support to the client, architects, and development team. Influence and shape prioritization that makes up the product roadmap by assessing potential impact and business value.
- Product Owner: Create product roadmap and vision and define scope. Leverage personas and journey mapping to produce use cases and user stories to define requirements across features / epics, develop and maintain the product backlog that is prioritized according to greatest value and offering incremental value. Communicate with and support the cross-functional scrum development team (onshore and offshore). Plan A / B tests with a clear hypothesis and success metrics identified. Analyze features post-launch to monitor performance and manage product lifecycles.
- Project Manager: 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. Work to remain within project budgets to reach desired gross margin (50%+) and deliver projects to schedule. Build project schedules that align with the product roadmap, manage reviews of work products as well as facilitate meetings.
- Agile Experience: Work in SAFe scaled agile 5.0, 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, supported the USAA account as a **Lead Digital Channel Data Analyst** and then moved into **Senior Business Intelligence Needs and Solutions** Analyst role due to high performance. Led and managed a data team of onsite resources and coordinated with offshore to **create a Digital Analytics Practice**. Interest and passion grew to pursue a master's degree and prepare for a career in Data Science.

- **Data Analytics**: Led the Digital Analytics team that provided digital channel and product performance reporting using Adobe Analytics, Google Analytics, Microsoft Excel, and Tableau. Developed first-ever near-real-time product reporting. Conducted custom / ad hoc data analyses to translate questions into recommendations / actionable insights that support decision making across acquisition and servicing products.
- **Data Exploration & Insights**: Performed monthly deep dives involving root cause analysis into member digital platform experience, member channel behavior based on segments and cohorts, and product performance trends. Interpreted disparate quantitative and qualitative data within the context of business objectives. Presented actionable insights to non-technical business stakeholders highlighting recommendations to test and optimize the customer experience and conversion funnels.
- **Business Intelligence Needs & Solutions Analyst**: 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**: A driving force and the go-to resource for digital and cross-channel data / expertise who optimizes channel efficiencies. SME 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: Drafted data dictionaries for reports and created awareness of information governance standards to ensure they were adhered to. 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.

- Agile Scrum Environment: Business facing point of contact as 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, drafted supporting artifacts as needed.

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 for clients expanding skillset in analytics**. Data formed the foundation of all work completed and decisions made. Clients included:

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

---

- Capital One: Product Owner of the Credit Card product experience across live chat and telephone channels in an agile scrum environment. Leveraged data across market intelligence, customer research, customer feedback as well as channel behavior and product performance to optimize the user experience by reducing average call handle times by 15% and reducing online application dropout rate, in addition to creating omnichannel consistency. Sized opportunities and developed use cases to drive investment requirements and prioritization.
- McKesson: Supported the phased launch and implementation of a marketing communications program to transition catalog and phone channel customers that generate over $550 million annual revenue to the e-commerce channel. Oversaw marketing campaign execution and led campaign analysis, A / B testing, and reporting.
- Pfizer, Boehringer Ingelheim, and IDEXX Laboratories: Digital Strategist role with Business Analyst / Project Manager responsibilities providing digital marketing strategy expertise, trade show booth experience design and implementation, and data analytics support. Translated new digital capabilities into engagement opportunities to support business goals that exceeded sales targets by 24%.
- **Reporting and Data Insights**: Built measurement frameworks to support reporting for various top-performing products. Created dashboards, reports, and presentation materials to communicate post-shoe / operational performance for acquisition funnels for executives. Analyzed data to formulate meaningful insights to make recommendations that optimized the performance of conversion funnels.
- Strategy Development: Worked alongside the client's senior leaders to identify and understand business goals and objectives. Synthesized business information to propose relevant strategies.
- Business Analysis: Worked alongside business partners to understand business needs and scope, and to define business rules. 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 / business 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 Product Owner**. Worked in a data-driven decision-making culture.

- Product Ownership: Accountable for and managed the Boardmaker product's digital experience, product roadmap, and vision. Worked alongside business stakeholders to elicit requirements. Prioritized new product features and enhancements by assessing potential business value. Developed use cases to drive requirements and feature prioritization. Worked to translate new technological capabilities into opportunities such as mobile apps that reached Top 10 Education apps in the Apple store.
- **Reporting**: 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**: Led custom analyses and connected them to actionable business and product insights/recommendations to improve digital user experience, conversion funnel performance, and optimization of marketing campaigns. Conducted root cause analyses as needed.
- **Data Quality**: 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: Devised marketing strategies and tactical plans. Planned and oversaw the implementation of integrated marketing campaigns based on user personas, purchase history, and various levels of engagement.
- Segmentation / Targeting: 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.
- Testing: Designed A / B and multivariate testing with clear success metrics for measurement of opportunities and to make final recommendations.

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