

Susan Knight, M.S.

Data Scientist | Data Analyst | Business Analyst

Redefining organizational competitiveness working at the intersect of where data, strategy, and digital meet to drive decision making and add value.

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 knowledge.

DATA SCIENCE PROJECTS

Patient Readmission Predictions

Created a best performing **logistic regression** model that described and **predicted the probability** of a patient being readmitted within 30 days of leaving the hospital. Developed using **R** and a summary of the procedure for the final model and a non-technical presentation of findings documented.

Spotify 'Like' Predictions

Using **python** and Jupyter Notebook, leveraged Spotify data via an API to transform and clean the data to prepare 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.

Customer Churn Predictions

Using data from a telecommunication company, used **R** with the **Rattle** library to clean and transform the data before running **SVM RBF, Neural Network, Logistic Regression, Decision Tree, Random Forest** and **Adaptive Boosting** models to find the best performing model using **AUC** amongst others as a determinant.

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

Scrum Alliance Certified Scrum Master

WORK EXPERIENCE

Project 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 for top performance through fast-track promotion and selection for high-priority initiatives. Manage a team of 4, working across several types of roles. Maximize results for clients providing expertise and leadership thus delivering business value and meeting end-user business goals.

Portfolio:

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TECHNICAL SKILLS / TECHNOLOGIES

- R, Python, SQL
- R Studio, Anaconda Jupyter Notebook, Tableau, SAP BusinessObjects, SAS JMP, Oracle SQL Developer
- Data Wrangling, Data Mining, Data Analysis, Data Cleaning & Transformation
- Predictive 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. Optimization
- Root Cause Analysis
- Conversion Attribution
- Adobe Analytics/Site Catalyst, Google Analytics
- Business Analysis
- Product Management

EXECUTIVE SKILLS

- Excellent communication (verbal & written)
- Interpersonal skills
- Problem-Solving
- Analytical
- Relationship Building
- Quick Learner
- Curious
- Persistent
- Organized, Multi-Task
- Influence/Lead Change
- Cross-Functional Team supervision
- Strong Business Acumen
- Presentation
- Documentation

- Subject Matter Expert (SME): Assigned as a SME on projects with industry expertise and knowledge of key technology solutions becoming a trusted advisor adding credibility, context, and value to engagements. Go-to person throughout projects collaborating and supporting client stakeholders and internal teams. Ability to communicate at all levels including to senior leadership / c-suite facilitating a variety of meeting types and through written documentation.
- Digital Data Analyst: Provide support with data tag management strategies, development of measurement plans, and dashboard creation. Produce meaningful insights with improvement / optimization recommendations, perform root cause analyses, and other data analysis conveying complex ideas to non-technical stakeholders.
- Business Analyst: Lead working sessions involving several stakeholders to gather and verify specifications, compose use cases, and define and document requirements. Also, analyze business rules and metrics and / or workflows, identify opportunities for leveraging data to drive business solutions, specify data or technology gaps, perform data mapping of key fields, and present findings unassisted. 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 value.
- 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 lead and facilitate meetings.
- Product Owner: Create product roadmap, product vision, and scope guidance. Leveraging personas, produce use cases and user stories to define requirements across features / epics, develop and maintain the product backlog working with technical teams that is prioritized according to driving greatest value, in addition to communicating with and supporting the scrum development team (onshore and offshore). Plan A / B tests with a clear hypothesis and success metrics identified.
- 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, supported the USAA account as a Digital Channel Analyst then moved into Senior Business Intelligence Needs and Solutions Advisor role. Led and managed a team of onsite resources and coordinated with offshore resources. Interest and passion grew to pursue a master's degree and prepare for a career in Data Science.

- Digital Analytics: Led the Digital Analytics team that provided digital channel and product performance reporting. Created conversion funnel reporting using Adobe Analytics, Google Analytics, Microsoft Excel, and Tableau. Created first-ever near-real-time digital product reporting. Conducted custom / ad hoc analyses to gain actionable insights across acquisition and servicing products.
- Business Intelligence Needs & Solutions Advisor: Promoted to role due to high performance in Digital Analytics area. Supported a big data IT project for cross channel operational BI reporting with a \$4M annual budget. Designed and developed reports that included projections and targets via a variety of tools and using statistical techniques. 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: Seen as 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.
- Data Exploration & Insights: Performed analyses on ad hoc data requests and 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.
- Data Governance: Drafted data dictionaries for reports and highlighted information governance standards to ensure they were adhered to by the team. 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.
- Agile Scrum Environment: Business facing point of contact as Product Owner for big data IT project team working in a scaled agile scrum environment. Created product roadmap and backlog that was prioritized by value, produced user stories including acceptance criteria, and refined with the team, drafted supporting artifacts. Contributed to agile ceremonies and provided business facing support.

Strategic Brand Marketing Manager (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 designs, implementations, and reporting for clients. Data formed the foundation of all work completed and decisions that were made. Clients included:

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

- Capital One: Product / Channel 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 the 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. As a Marketing Communications Manager responsibility included marketing campaigns, 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 operational performance for acquisition and retention funnels and conversion pain points to executives. Analyzed data to formulate meaningful insights to make recommendations that optimized 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 intent owners / 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 UK | 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, Business Analyst, and Channel / Product Manager. Worked in a culture where data was the foundation for all decision making.

- Product Ownership / Business Analysis: Accountable for and managed the Boardmaker product's digital experience and product roadmap. 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.
- Data Quality: Collaborated with the stakeholders to resolve data tagging issues where data was not being collected inaccurately, 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 for 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