

KYLE PELHAM

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EDUCATION

California Polytechnic State University

San Luis Obispo, CA

Master of Science: Business Analytics, June 2023

Bachelor of Science: Business Administration, Concentration: Information Systems, June 2020

RELEVANT SKILLS & TECHNOLOGIES

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|-----------------------------|-----------------------------|-----------------------------|
| • Business Communication | • Python | • MS Excel |
| • Data Mining | • R (Tidyverse/Tidymodels) | • Requirements Gathering |
| • Machine Learning | • SQL / Database Management | • Business Process Analysis |
| • Forecasting / Time-series | • BI Tools (Tableau) | • Project Implementation |

PROFESSIONAL EXPERIENCE

Deloitte Consulting LLP

Jun – Aug 2019, Nov 2020 – Aug 2022

Consultant – Advertising, Marketing & Commerce

- Analyzed existing CRM and Marketing Automation systems to identify and estimate scope for additional features tailored to large life sciences and medical technology companies.

Business Analyst – Advertising Marketing & Commerce

- Designed use cases and customer segmentation rules for a B2B Customer Data Platform implementation, enhancing personalized omnichannel marketing experiences for a leading life sciences organization.
- Collaborated with legal advisors to establish a compliant customer data profile schema for sports betting integration in a regional-sports mobile app, adhering to local and international data privacy regulations.
- Performed an e-commerce and content management capability gap assessment to inform a strategic roadmap for a high-profile consumer electronics client's innovative web experience.
- Specified functional and technical requirements, along with test cases, for a swift implementation of an Anaplan-based marketing resource management tool, ensuring compliance with regulatory requirements.

Business Analyst Intern

- Conducted ad-tech discovery interviews and developed a comprehensive two-year marketing technology roadmap, directly supporting the marketing VP of a top sportswear client.

DATA ANALYTICS PROJECTS

ENGIE North America, Inc. – Energy Flow Regime Change Detection Model – Collaborative Industry Project

- Conducted interviews with stakeholders to illicit business requirements for a time-series segmentation model.
- Developed time series segmentation model that enables online detection of irregular power flow behavior.
- Improved the company's ability to react to power-grid instability, resulting in increased operational efficiencies and decreased costs.

Netflix, Inc. – Market Growth & Pricing Analysis – Collaborative Industry Project

- Analyzed third party data to assess the current market to deliver a data-driven growth strategy for new features.
- Leveraged economic data to optimize pricing in current markets and suggest pricing for potential rollouts to new regions.
- Developed a classification model to predict which existing customers are likely to adopt the new features.

Database Design for Multiple Food-stand Ordering System

- Developed Use Cases and business rules to support the database of an ordering system that would support multiple food trucks/stands.
- Created ER diagram of solution and performed normalization of tables.
- Implemented database in MySQL and successfully simulated the ordering process.

LEADERSHIP EXPERIENCE

- **Deloitte** – Onboarding Advisor: Supports and councils new hires through their first few months on the job.
- **Deloitte** – Architect Subgroup Program Manager: Coordinates with staff to develop public-facing articles.