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