Los Angeles, California
Linkedin

Louis Nix II

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Work Experience

Senior Data Analyst	**Cint**	**June 2022 - Present**
Platform Intelligence	*Los Angeles, California*	

- Distill broad requests for product measurement into monitoring methodologies, leveraging inventory data for Cint's proprietary marketplace via Snowflake & Redsfhit.
- Build dashboards via PowerBI leveraging queries to Redshift to visualize business-critical measures.
- Refine and visualize Cint's conversion funnel of product participants using operational data to identify areas of improvement for platform operations.
- Drive efforts to prioritize software bugs by quantifying impact, recovering >$100K / month of revenue.
- Lead evaluation efforts to consolidate usage of third-party web-monitoring tools, leading to expanded availability across Cint's applications while also reducing cost per license by 90%.
- Produce monthly analysis and data visualization of revenue, profit, and platform health metrics to inform C-suite level understanding of current operational metrics.

Senior Analyst	**Cint**	**Sept 2020 – May 2022**
Project Success Team	*New Orleans, Louisiana*	

- Operated as single point of contact for managed services clients covering a full suite of market research offerings from survey programming to sampling to data analysis.
- Managed a book of work averaging $1.2M revenue per quarter catering to brands with newly formed market research teams requiring extensive consulting in developing their survey operations.
- Mentored new team members in customer service skills to further develop operational excellence.

Graduate Research Assistant	**Columbia University**	**Nov 2019 – Sept 2020**
SIPA	*New York City, New York*	

- Designed and fielded a survey to investigate public opinion on various degrees of gerrymandering.
- Used regression modeling on historical election data to identify instances of gerrymandering and cross-referenced via qualitative research of legal cases.

External Relations Intern	**Center for Strategic & Intl. Studies**	**Aug 2018 – Dec 2018**
Communications Dept.	*Washington, D.C.*	

- Managed the Center's social media accounts and produced internal memos defining strategies for YouTube content via analysis of existing data relative to competitive products.

Projects

- **Cint Analytics Blog** – Produce weekly articles analyzing product data to further the data-forward culture of our product team. Own the process from topic discovery to analytics to article writing.
- **Refugee Resource App** – Wrote a Django app hosted and deployed via Heroku which leveraged OpenStreetMap data to offer an easy interface for identifying local resources for refugees.

Education and Certifications

- **M.A. Research and Quantitative Methods,** Columbia University, NYC   **2019 – 2020**
- **B.S. Economics with a minor in Mathematics,** Tulane University, New Orleans   **2014 – 2018**

Technologies, Languages & Other Skills

- Languages: Python, R
- Technologies: SQL, AWS, Git, Bash (Basic), Snowflake, PowerBI, Confluence, Jira, Microsoft Suite
- Other Skills: Data Modeling, Project Management, Written and Verbal Communication