Losaunne White

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Large scale data and analytics expert with 7+ years of experience delivering actionable insights in an efficient, repeatable manner. Proficient in data consumption and transformation, analytics, modeling, and visualization, using SQL, Python, and various business intelligence platforms. Passionate about increasing algorithmic efficiency and data quality, great self-starter, and effective team member, both remote and in-person.

Relevant Experience

Data Science Analyst
Adobe, *Lehi, Utah*
April 2019 – August 2021

- Analyzed over 1T data points to model an online retail holiday spend figure using a linear regression algorithm in R, which generated over 10k top tier news articles yearly, communicating methodology and accuracy to journalists and executives
- Developed models in Python to forecast total revenue and the best time to buy retail products and airfare
- Decreased processing time of existing daily and hourly algorithms by 60%, increasing reliability and ability to quickly deliver ad hoc data requests
- Implemented a documentation and reproducibility standard, pushing the team to dedicate 10% time to documentation using Git
- Led discovery work on integrating new data sources into our data warehouse, developing a standard operating procedure and training team members
- Designed an updated architecture for primary fact and dimension tables in our data warehouse to better accommodate business requirements, cutting ETL processing time down by 60% and allowing for access to near real-time data
- Scoped data and analytics requirements across the organization for an updated enterprise BI tool before successfully pitching Looker to leadership and driving implementation and ensuring accuracy
- Provided training in available data sources and tools to promote data democratization and enforce data standards cross-departmentally
- Decreased reporting time by 80% by automating a daily price matching process in Python

Data Analyst Engineer - Consultant
Ollie, *Remote*
November 2020 – February 2021

- Led discovery and architected integrating a new data source using dbt and Snowflake ETL tools to create a finalized marketing visit table in the data warehouse
- Created a visualization in Looker to be used for forecasting and analysis by marketing leadership

Data Analyst Engineer - Consultant
Lovevery, *Remote*
November 2019 – March 2020

- Recommended and implemented a custom marketing attribution solution in Python, algorithmically transforming data from Google Analytics before loading into data warehouse
- Implemented custom marketing visit tags in GTM

Data & Insights Product Manager
Backcountry, *Park City, Utah*
August 2018 – April 2019

- Guided a team of six data engineers to support long-term company and team initiatives by maintaining and prioritizing a robust backlog while managing dozens of stakeholder expectations
- Scheduled and monitored ETL jobs using Talend and Cron

Senior Marketing Analyst
Backcountry, *Park City, Utah*
August 2016 – August 2018

- Developed a custom revenue attribution algorithm using Python to make informed adjustments to marketing spend levels and provide insight into customer journey
- Implemented hourly and daily cost and revenue ETL processes using multiple third-party APIs to automate reporting, leading to a 90% time savings
- Used multivariate linear regression on thousands of data points to determine acceptable spend levels for specific product, marketing channel, and seasonality combinations
- Created and oversaw the implementation of a new process for consuming millions of rows of raw Adobe clickstream data into a summary table in our data warehouse using SQL, allowing for deep analyses on customer visit patterns to optimize marketing tactics

Technical Skills

- Python (*numpy, pandas, matplotlib, scikit-learn*), SQL, Adobe Analytics, Git, Google Analytics, R, Microsoft Excel, Power BI, Looker, Machine Learning, Snowflake, dbt, Talend, Linux

Education

Bachelor of Science, Mathematics
University of Utah
Spring 2014