

# LUX YOGA

DATA ENGINEER  
BUSINESS ANALYST

## CONTACT

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📍 Toronto, ON

🌐 [Portfolio](#)

ithub [Github](#)

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## EDUCATION

### 2010-2015

UNIVERSITY OF WATERLOO

- B.Sc Honours Science,  
Minors: Economics & Biology

### 2024

### PMI INSTITUTE

- PMP Certification

### COURSEWORK

- Data Engineering Foundations
- Google Prompting Fundamentals
- AI Agents for Product Leaders
- SQL & Python for Data Analytics

## SKILLS

- Power BI, Tableau
- KPI Reporting & Dashboard Design
- ROI Tracking
- CRM Data Cleaning
- Gen AI Tools, Prompt Engineering
- Campaign Analysis & Reconciliation
- SQL, Python, Excel
- Data Analysis & Visualization

## INTERESTS

- Gaming Analytics
- Miniature Painting
- Sports & Fitness (Hockey, Rugby, Tennis, Soccer)
- Networking & Events

## PROFILE SUMMARY

Analytical and detail-oriented Product & Data Analyst with 4+ years of experience leveraging SQL, Python, and BI tools to drive data-informed product and business decisions. Skilled at building scalable dashboards, defining success metrics, and translating product usage data into insights that optimize engagement, retention, and revenue growth. Experienced collaborating with Product, Design, and Engineering teams to validate hypotheses and improve data quality.

## WORK EXPERIENCE

- Business Analyst** 06/2025 - PRESENT  
JD Sports
  - Analyzed retail sales, product mix, and customer behavior data across European and North American stores to identify performance trends and drive merchandising decisions.
  - Built and maintained Tableau and Excel dashboards tracking weekly sell-through, category performance, and store-level KPIs, improving visibility for district and regional managers.
  - Conducted margin and profitability analysis by brand and product line, enabling more informed pricing and promotional strategies.
- Product Data Analyst** 11/2023 - 06/2025  
Ascend Fundraising Solutions
  - Analyzed customer and product interaction data to identify usage patterns and opportunities for improving feature adoption and client engagement.
  - Partnered with Product and Marketing teams to define KPIs and success metrics for new feature launches and measure ROI impact.
  - Built and maintained cross-functional Power BI dashboards tracking NPS, churn, and ARR per user across multiple data sources.
- Data Analyst** 11/2020 - 11/2023  
BDP Quadrangle
  - Partnered with engineering and data teams to improve data ingestion pipelines and schema consistency.
  - Designed Power BI dashboards to visualize KPIs and enable better decision-making for product and finance stakeholders.
  - Consolidated campaign, CRM, and revenue data to connect marketing performance with product usage and financial outcomes.

## DATA PROJECTS

- Footwear Sales Analytics Dashboard**  
Tableau • SQL • Excel • Data Modeling • Data Visualization
  - Developed a 10-year footwear sales dashboard using 100K+ cleaned and modeled records across four datasets, delivering interactive Tableau visualizations with dynamic filters for brand, category, region, and year to analyze year-over-year sales, profit, and quantity trends.
- Global Layoffs Data Analysis**  
MySQL • SQL Workbench • Data Cleaning • EDA
  - Cleaning, standardization and EDA of a 2020-2023 global layoffs dataset using SQL to identify layoff trends by company, industry, etc.
- Copenhagen Bike & Weather Pipeline**  
Airflow • PySpark • PostgreSQL • Streamlit • Docker
  - Built a containerized Data Engineering Pipeline ingesting bike traffic + weather data, orchestrated with Airflow, processed with PySpark, and visualized in Streamlit. Processed 194M+ rides across 10 years.