NICHOLAS A. ELIA

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SUMMARY

Data Science & Data Analytics specialist with professional experience in AdTech and Finance industries. Strong interest in solving unique business problems through creative data-backed solutions. Always eager to learn the nitty-gritty of situations and take on challenging opportunities to present insights from complex datasets in a digestible fashion to key stakeholders.

TECHNICAL SKILLS

Languages

- Python (Pandas, NumPy, SciPy, Seaborn, Matplotlib, Scikit-Learn, Keras, TensorFlow, Flask)
- SQL (MySQL, Snowflake, Vertica, Hive, Presto, MariaDB)
- Batch (Windows Scripting)
- Bash (Unix Scripting)
- Excel VBA
- RESTful APIs and JSON
- Java
- JavaScript, HTML, CSS

Systems / Applications

- Git
- Jupyter Lab / Notebook
- Microsoft Power BI
- Tableau
- PyCharm
- IntelliJ IDEA
- Visual Studio Code

EDUCATION

May 2021

Boston, MA

Northeastern University

D'Amore McKim School of Business

Bachelor of Science in Business Administration, Finance Concentration

Computer Science Minor

GPA: 3.72 / 4.0

HOBBIES & INTERESTS

- SCUBA Diving
- Alpine Skiing
- Surfing
- Jazz Drums
- Bikes
- Tennis

RELEVANT EXPERIENCE

Senior Business Analyst
Microsoft - Cross Platform Analytics (fka. Xandr)

May 2022 - Present
New York, NY

- Solved dozens of complex business problems for programmatic advertising sales and strategic initiatives with automated analytics reporting and digestible client insights around KPI pacing and revenue growth for each book of business
- Discovered over $2M in underperforming and underutilized demand from bidders during high-profile Yahoo supply migration and collaborated with key internal stakeholders to present findings and resolve demand gaps
- Built and maintained more than 40 Power BI dashboards, automated reports, and ETL pipelines containing data-driven insights for clients and internal teams
- Constructed regular data analyses on the state of the marketplace and presented the results to leadership, highlighting areas of revenue opportunities
- Collaborated with dozens of Account Managers to help preempt client needs and formulate correct data-driven approaches for each distinct objective

CRITEO   **Data Analyst II**
Criteo - Solutions Focused Americas AX

May 2021 - May 2022
Boston, MA

- Queried massive Hive, Presto, and Vertica databases using SQL (> 171 PB cluster, with over 10 TB new daily stored data) for internal and client reporting
- Communicated data-driven insights and recommendations as well as budget and KPI pacing metrics on a daily basis to clients for their marketing campaigns
- Managed over 20 controlled incrementality A/B tests from design, to execution, to analysis and final presentation of analytical results and statistical significance
- Built over a dozen Tableau Dashboards containing insightful visualizations, as well as numerous Jupyter Notebooks using Python to automate manual tasks, custom-tailored client reporting, and intuitive analytical reports
- Wrote and maintained an internal Python package called "The Query Quarry" that allows users to save and search production queries from around Criteo

OMS Trading Integration Data Analyst
Eze Software Group, LLC (SS&C Eze)

June - December 2020
Boston, MA

- Created and managed over 500 FIX connections between buy-side and sell-side client accounts using a custom suite of Salesforce products
- Collaborated with the Business Development team to help acquire more than 45 new buy-side clients, assisting with client implementation, on-boarding, and training of their Eze Investment Suite products
- Designed several division-wide Power BI dashboard views containing insightful visualizations and integrated them with internal Snowflake database objects
- Worked directly with clients, brokers, and external networks to initialize, enable, and test hundreds of FIX connections for their Eze OMS & EMS integrations

HEDGESERV   **Business Solutions Group Data Analyst**
HedgeServ Corporation

July - December 2019
New York, NY

- Identified and streamlined over 70 technical inefficiencies and risky processes using the Agile methodology in systems relating to business operations by coordinating with developers, middle office, and upper management
- Wrote client-specific code to design, build, and optimize over three dozen data reconciliations and ETL procedures involving post-trade big data files using Python, saving over 2 hours of Middle Office's manual work per day
- Designed and implemented over 80 client advanced application SQL statements used by the CTO for an ongoing internal database conversion project
- Built dynamic custom financial reports involving clients' positions, transactions, cash flows, and tax lots using internal data and Excel VBA to fulfill client requirements on a daily, monthly and quarterly basis