ROHIN ATTREY

Rattrey.msc2018@ivey.ca | 416-571-4777 | linkedin.com/in/rohin-attrey | https://rattrey.github.io/

EDUCATION

Western University, Ivey Business School   **2018**
MSc in Management, Business Analytics

York University   **2015**
Bachelor of Science with Honours

Technical Experience

Data Analytics Leader with proven track record in driving significant business decisions and enhancing product capabilities through advanced data modeling and analysis. Expert in Python, SQL, and data-driven product development, with a strong background in deploying A/B testing frameworks and virtual data models to optimize user engagement and business processes.

PROFESSIONAL EXPERIENCE

Manager, Strategy & Analytics, Kijiji Toronto, ON   **Present**

- *Lead a diverse team 4 product analysts,* providing training and mentorship in data analysis, advanced analytics, stakeholder management and project timelines.
- *Integration a Python-based testing package*, significantly enhancing data testing capabilities; introduced a GitHub-based documentation process, reducing experiment result turnaround from 2 weeks to less than 1 day.
- *Engineered an end-to-end data pipeline for robust frontend tracking*, involving the creating of ETLs and implementation of anomaly detection methods, which streamlined issue detection and facilitated real-time alerts via Slack for cross-functional teams.
- *Developed a comprehensive product KPI dashboard and virtual data model*, showcasing over 90 metrics, which provides a 360-degree view to critical insights into product performance, enhancing strategic decision making across the business.
- *Supported strategic data discovery initiatives for critical business components*, such as search functionalities and CRM, enhancing operational effectiveness and customer engagement.
- *Innovated marketing analytics by constructing advanced reporting* for Adobe Campaign Management (ACM) campaigns and developing user cohorts for targeted marketing strategies; also refined A/B testing methodologies, accelerating campaign execution and insight generation.

Data Specialist – Analytics and Reporting, Ontario Health, Toronto, ON   **2021**

- *Enhanced data access and reporting efficiency* by automating processes and developing BI reports for critical health outcomes, significantly improving the speed and reliability of healthcare decisions.

Data Scientist – Pricing and Promotion Optimization, Loblaw Companies Limited, Mississauga, ON   **2021**

- *Collaborated in the development of a pricing optimization engine,* serving as a crucial liaison between pricing managers and the data science team; utilized machine learning techniques including factor analysis and feature engineering to refine company pricing strategies.
- *Designed and implemented a measurement framework* to analyze the effects of pricing changes on sales, margin and quantities, employing counterfactual modeling to evaluate impacts across test and control sites.
- *Developed a measurement methodology for pricing monitoring,* significantly enhancing decision making capabilities by providing continuous insights to pricing managers and senior stakeholders.

Senior Data Analyst – Loblaw Companies Limited, Mississauga, ON   **2018**

- *Developed and implemented trade-off decision tools for promotional pricing,* enhancing category management by building pricing models to optimize for specific objectives. Increased efficiency through VBA scripts that automated data cleanup and generated recommendations for immediate use in stakeholder discussions.
- *Led the development of performance monitoring frameworks for PC Optimum campaigns* within the loyalty department, utilizing techniques such as A/B testing and pre-post analysis to drive improvements in campaign performance and insights.
- *Provided advanced analytics support across multiple business units* to deliver key customer insights that guided strategic business decisions to improve customer engagement.

TECHNICAL SKILLS

Core Programming Languages: Python (including OOP, PySpark), SQL| **Secondary Languages**: JavaScript, HTML, CSS
Tools: Excel (VBA), Spark, GitHub, Tableau, Databricks | **Platforms:** Google Cloud Platform (GCP)