Soren Laney

CFO Laney Media

Email: **soren@laneymedia.org**

Web: **www.github.com/sorenlaney/laney_s_resume**

About Me

Hello, my name is Soren and I am the CFO at Laney Media, a business consulting company. As well as being a CFO, I am a data scientist and analyst for catalyzing online business growth.

I am most skilled in: Python , PySpark , R , SQL , DAX & VBA

Projects

Iworq Saas Consulting Project

https://github.com/BYUIDSconsulting/iworQ_fa22.git

The objective for this project was to gather insights from customer user data to improve customer churn and application use.

This project began with EDA which lead use to creating a dashboard for internal user to better understand their cutomers needs. To do this we used an S3 bucket to store data that in continually being gathered. That data was then wrangled in an aws envirmoent before being imported into a Power Bi dashboard. This project primarily used python and R for Data analysis. The end product was a data analysis pipeline that gathers user data from the companies application and transfomrs that data into an internal dashboard to support a customer service team.

Business Consulting Project

https://github.com/sorenlaney/Senior_Project

The objective for this project was to gather insights from customer user data to improve customer churn and application use.

This project began with EDA which lead use to creating a dashboard for internal user to better understand their cutomers needs. To do this we used an S3 bucket to store data that in continually being gathered. That data was then wrangled in an aws envirmoent before being imported into a Power Bi dashboard. This project primarily used python and R for Data analysis. The end product was a data analysis pipeline that gathers user data from the companies application and transfomrs that data into an internal dashboard to support a customer service team.

Experience

Orenco Composites Inc.

Draftsman I

June 2015 - April 2017

https://www.orenco.com/

Orenco researches, designs, and manufactures innovative onsite, low maintenance, decentralized wastewater collection and treatment technologies.

I worked as a draftsman converting the companies current technical drawings into their new system while adding new products at the same time. This required working in conjunction with multiple departments to successfully facilitate this change.

Aptive

Sales Team Leader

April 2019 - June 2021

https://www.goaptive.com/

Aptive Environmental provides effective pest solutions solutions to protect your home from pests. Call today!

I lead a Sales team that generated over a quarter million dollars in ARR over a 3 month timespan.

Education

Brigham Young University - Idaho

BSc Data Science & Finance

2019-2022

On November 12, 1888, The Church of Jesus Christ of Latter-day Saints created Bannock Stake Academy in Rexburg, Idaho. In 1903, the school was renamed again as Ricks Academy in honor of Thomas E. Ricks, the Bannock Stake president at the time it was founded and the chairman of the school's first Board of Education.

During my time at BYU-I I learned an indepth understanding of the data science process and data analysis.

I spent most of time developing skills in relation to entrepreneurship such as sales psychology and marketing.

A Little More About Me

Alongside my interests in Data Science and Finance some of my other interests and hobbies are:

- Ultra Running
- Ironmans
- Skiing

Soren Laney - soren@laneymedia.org - References on request