

# Owen Smith

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## Professional Summary

Analytics Lead with 8+ years of experience driving insights through data visualization and experimentation. Proven track record in designing A/B tests, interpreting results, and leading BI modernization efforts on Azure.

## Experience

### **Analytics Lead, HealthCo (Chicago, IL) (2019–Present)**

- Implemented Power BI dashboards that consolidated KPIs across departments, reducing reporting time by 40%.
- Led cross-functional A/B testing initiatives to improve product engagement metrics.
- Optimized SQL-based data warehouse queries on Azure Synapse for performance gains.

### **Business Intelligence Analyst, MedSure Analytics (Atlanta, GA) (2015–2019)**

- Developed Tableau dashboards for patient analytics and medical claim patterns.
- Collaborated with clinical teams to measure outcomes for operational improvement projects.

## Education

M.S. in Analytics, Georgia Institute of Technology (2015) B.A. in Economics, University of Michigan (2013)

## Skills

Statistics, SQL, Azure, Power BI, Tableau, Data Visualization, Experimentation, A/B Testing, Business Analysis