KAREN LEE

Data and Insights Analyst

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**Professional Summary**

Data and Insights Analyst with prior experience in team management, client servicing as well as proven ability to cultivate and maintain strong relationships with stakeholders. I am passionate about solving business problems using data. My GitHub portfolio focuses on data analytics and modelling projects that I’ve undertaken, all with a strong emphasis on business impact.

**Skills & Tools**

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| --- | --- |
| *Programming* | SQL (Snowflake, PostgreSQL)| Python |
| *Machine Learning* | Linear Regression| Logistic Regression | Decision Trees | Random Forest |KNN | k-means | PCA |Association Rule Learning |Causal Impact Analysis |
| *Others* | Google Analytics| Excel |Power BI | Databricks| Jupyter Notebook |SPSS |

**Experience**

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| --- | --- |
| **Sub2 Technologies**  **Data & Insights Analyst**  *04/2023 – current* | * Collaborate with the data engineering team to identify and specify data requirements to ensure that data from GA and advertising DSPs are available, accurate and meets the business needs. * Work closely with senior business stakeholders to create value and business impact through data visualisations and analysis. * Using SQL (Snowflake) and Power BI to automate the analysis and reporting function, empowering stakeholders to self-serve on insights where possible. * Build new business tools as and when the need arises, enabling key stakeholders to perform their roles more effectively. * Analyse and interpret data trends and patterns from complex datasets to perform ad-hoc analysis and deliver insights to business stakeholders. |
|  |  |
| **Kantar**  **Client Manager**  *10/2019 – 08/2022* | * Responsible for overall project delivery and the budgets. * Using SQL, Power BI and Excel to extract, manipulate and transform data to provide client with insights. * Creating pricing models and cost proposals for new business/renewals. * Creation of costs and time forecasting models in Excel. * Translating client requirements into operational /technical requirements. * Line managed the International Client team. |
| **Proinsight Research Ltd**  **Client Services Manager**  *07/2017 – 10/2019* | * Onboarding new clients and creating customised live dashboards for clients on the insights portal. * Provide insights to clients about their business processes, brand perception, staff performance as well as customer journeys. * Work with business team to build new products as and when a business need arises (e.g. ChatBots to reduce number of tickets to helpdesk). * Heads the Client Services Support team. |
| **Proinsight Research Ltd**  **Programme Co-ordinator**  *09/2016 – 06/2017* | * Responsible for 100% allocation of all contracted mystery shops and resolving any client issues with stakeholders. |

**Projects**

**Exploratory Data Analysis and Churn Prediction on Credit Card Customers**

* Used Balanced Random Forest algorithm to predict which customers are most likely to terminate their credit card service and provided an understanding on the drivers behind the churn.

**Grocery Customer Segmentation**

* Used k-means clustering on grocery transaction data to split out customers into distinct shopper types that could be used to better understand customers over time and to target customers more accurately with relevant content and promotions.

**Exploratory Data Analysis on Customer & Product datasets for a Subscription Based Business**

* Provided insights on customers and customer journeys for a subscription-based business using PostgreSQL, allowing the business to leverage the insights gained on all decisions for future investments or new product features.

**Accessing Campaign Performance Using A/B Testing**

* Using Chi-Square Test for Independence to access performance of two mailer types with the objective of optimising campaign ROI.

**Courses & Certs**

**DSI Data Science Professional Certification**

**Actionable learnings:** Extracting and manipulating data using SQL | Application of statistical concepts such as hypothesis tests for measuring the effect of AB Tests | Utilising Github for version control, and collaboration | Using Python for data analysis, manipulation & visualisation| Applying data preparation steps for ML including missing values, categorical variable encoding, outliers, feature scaling, feature selection & model validation | Applying Machine Learning algorithms for regression, classification, clustering, association rule learning, and causal impact analysis for measuring the impact of an event over time | Machine Learning pipelines to streamline the ML pre-processing & modelling phase | Deployment of a ML pipeline onto a live website using Streamlit | Using Tableau to create powerful Data Visualizations | Turning business problems into Data Science solutions.

**Google Data Analytics Professional Certification**

**Actionable learnings:** Effective questioning techniques to guide analysis | Collecting the right data to answer the business question | Cleaning and organising data for analysis | Extracting, aggregating and manipulating data using spreadsheets, SQL and R Programming | Creating a compelling narrative through data stories |Using Tableau to create dashboards, filters and effective visualisations.

**Education**

Birkbeck College, University of London

**BSc(Hons) in Business Psychology**

*July 2020*

*First class Honours*