

Ross Carhart

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SUMMARY

Data visualization, ETL, and data modeling expert with a passion for transforming raw data into powerful business insights. Skilled in optimizing data workflows and mentoring analysts in best practices to maximize efficiency and impact with BI tools.

EXPERIENCE

Senior Data Strategist

Abercrombie And Fitch

10/2024 – Present, Remote

- Developed a comprehensive customer data model, enabling marketing, decision sciences, and product teams to understand customer audiences, analyze marketing campaigns, and develop new KPIs.
- Train and mentor analysts in BI tools, data modeling, and SQL, empowering them to efficiently extract and interpret business insights.
- Develop PowerBI reports for Returns, Fraud, & Abuse teams to discover resellers and return abusers leading to a 2 million cost reduction.
- Develop PowerBI reports for affiliate analytics to reduce financial reconciliation by 3 million dollars.

Senior Analytics Engineer

Doner Media

04/2023 – 10/2024, Pittsburgh, Pennsylvania, United States

- Implemented a DBT project to increase efficiency and scalability of the data transformation process.
- Reduced cost of obtaining marketing campaign data by automation of data extraction through open source platforms.
- Created Tableau and PowerBI reports for UPS, McDonald's, CableOne, and Owens Corning to increase business insights and customer satisfaction.
- Increased data pipeline efficiencies by refactoring code to reduce runtime by over 30%.

Senior Data Analyst

GNC

09/2021 – 04/2023, Pittsburgh, Pennsylvania, United States

- Managed and analyzed subscription-based data to identify new trends and opportunities.
- Automated excel reports in Tableau and PowerBI freeing up analysts time from commonly asked ad hoc reports.
- Implemented automation of discontinued products inventory to deplete stock and remove items from website to decrease out of stock notices.
- Discovered and fixed an inventory algorithm bug which increased subscription order fulfillment by 10%.
- Discovered bug in email marketing campaign leading to reduction of spamming customers.
- Grew subscription business over 200% by creating new KPI metrics to better understand and market to the subscription business customer.
- Created and implemented a new data pipeline to track GNC and competitors social media, SEO, and retail data to uncover new insights.
- Designed A/B marketing tests to understand the effectiveness of new marketing campaigns.
- Managed and mentor analysts and interns.

Data Analyst

TruFoodMfg

11/2017 – 09/2021, Pittsburgh, Pennsylvania

- Created business intelligence dashboards for executives and plant managers to drive data-based decisions for factory performance.
- Developed and monitored KPI's to Decrease down time by 25% and reduced operating cost by 10% by utilizing factory line data.
- Managed Tableau Server and ensured accuracy of data to ensure robustness of reporting
- Established Quality Metric for Corporate Bonus Program to incentive employees to prioritize quality

EDUCATION

Certificate in Computer Software Engineering

Community College of Allegheny County • 08/2020 – 05/2022

Bachelor of Science(B.S.)

University of Pittsburgh • Pittsburgh, Pennsylvania, United States • 01/2008-12/2012

SKILLS

Platforms: Snowflake, Databricks, Postgres, Microsoft SQL Server, Azure, Data Build Tool, Google Analytics, MySQL, GitHub, Docker, PowerShell, JIRA

Languages: SQL, Python, Git, Bash

BI Tools: Power BI, Tableau, Alteryx, Excel

Expertise: Data Modelling, Data Visualization, Extract, Transform, Load Process. Data Warehousing.
