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Solène

Data Analyst | Customer & Marketing Analytics

Summary

Data Analyst with 6+ years of overall experience, including 5 years of consulting experience at a data and AI consulting firm. Specialises in customer, marketing and revenue analytics for major retail and e-commerce businesses. Experienced in customer lifetime value (CLTV), RFM segmentation, marketing performance analysis and KPI standardisation. Advanced SQL skills with hands-on experience across GCP, BigQuery, dbt and BI tools including Looker Studio, Tableau and Power BI. Combines analytical problem-solving and data quality validation with stakeholder communication, translating business questions and data science outputs into prioritised recommendations. Daily user of Claude and AI assistants, including the design and deployment of an internal AI agent in production.

TECHNICAL SKILLS:

- Data & Querying: SQL (advanced), BigQuery, data modelling, dbt
- Customer & Marketing Analytics: CLTV, RFM segmentation, customer analytics, marketing performance, revenue and e-commerce analytics, KPI frameworks
- Analytics & BI: Power BI, Tableau, Looker Studio, executive reporting, semantic layers, self-service analytics
- Cloud & Data Platforms: Google Cloud Platform (GCP), BigQuery
- AI & Automation: Claude, AI assistants, AI agents, AI-powered workflows, scheduled knowledge-base monitoring
- Methods & Collaboration: Data quality validation, multi-source analysis, stakeholder communication, cross-functional collaboration, Agile

Professional Career

Lead Data Analyst / Analytics Lead

2021 – 2026 | France

Company info:

Data and AI consulting engagements for retail, e-commerce, beauty and telecommunications clients, covering customer value, marketing performance, executive reporting and business analytics.

Project 1 info:

Internal AI and analytics initiatives: management-control AI agent for timesheet consolidation, decision-tree processing and automated reminders; HR cockpit covering employee churn and recruitment metrics; financial dashboard for offshoring by billing and delivery country; partner strategy tracking with NPS.

Responsibilities:

- Designed an internal AI agent to support management-control workflows
- Built HR and offshoring financial dashboards for leadership reporting
- Used Claude to accelerate analysis, DAX and Power Query development, and documentation

Software and technologies:

Claude, GCP, BigQuery, dbt, Looker Studio, DAX, Power Query

Project 2 info:

Customer value analytics for a large retail and e-commerce business: CLTV, RFM and customer segmentation framework supporting customer and marketing strategy.

Responsibilities:

- Structured the customer value analytics framework, including CLTV, RFM and segmentation
- Translated data science outputs into business use cases for CRM and acquisition teams
- Integrated predictive customer value indicators into BI tools and designed executive, CRM and acquisition dashboards
- Defined success metrics and validation rules for customer indicators

Software and technologies:

SQL, GCP, dbt, Looker

Project 3 info:

Global analytics and KPI standardisation for an international beauty retailer: harmonisation of retail, e-commerce and customer KPIs across regional data sources for the executive committee.

Responsibilities:

- Standardised KPIs across heterogeneous regional sources

- Designed executive dashboard mockups and built foundations for Power BI semantic models and analytical pages
- Scoped requirements with global marketing, retail and finance teams and presented recommendations to C-level stakeholders

Software and technologies:

SQL, Power BI, GCP, Semantic Layer

Project 4 info:

Product analytics and business intelligence for a major retailer: purchasing negotiation support tool discovery and MVP, followed by migration of strategic dashboards from MicroStrategy to Tableau across five business units.

Responsibilities:

- Gathered requirements and defined scope for a purchasing negotiation support tool
- Led migration of strategic dashboards from MicroStrategy to Tableau across five business units
- Validated data consistency and KPI integrity between legacy and target environments
- Coordinated business, IT and data teams in Agile sprints and managed a team of five analysts

Software and technologies:

SQL, BigQuery, Tableau, Agile

Project 5 info:

Business intelligence and analytics for food retail and beauty businesses: GCP-based dashboards and dbt workflows, self-service analytics enablement, and multi-domain reporting across customer, product and retail performance.

Responsibilities:

- Built Looker Studio dashboards and dbt workflows on GCP
- Trained business teams on self-service analytics
- Developed and optimised Tableau dashboards across customer, product and retail domains

Software and technologies:

GCP, BigQuery, dbt, Looker Studio, Tableau, SQL

Project 6 info:

Marketing analytics for a telecommunications business: campaign and audience performance analysis with automated marketing indicators.

Responsibilities:

- Analysed marketing campaign and audience performance
- Built dashboards and automated key marketing indicators

Software and technologies:

SQL, BigQuery, Looker Studio

International Merchandising Project Manager

2018 – 2021 | France

Project info:

International merchandising across EMEA markets for a global beauty business, focusing on retail performance and product strategy.

Responsibilities:

- Analysed retail performance, including sales, margins and product rotation
- Standardised reporting across EMEA markets

Software and technologies:

Retail performance analysis, sales and margin analysis, product rotation, reporting

Junior Merchandising Project Manager

2016 – 2018 | France

Project info:

Merchandising projects across EMEA for an international pharmacy and retail group, supporting merchandising strategy and product launches.

Responsibilities:

- Analysed sales and market data across EMEA
- Supported merchandising strategy and product launches

Education

NEOMA Business School
Master’s Degree (Grande École)

Languages

French: Native
English: Intermediate