



Adrian Cole

Data Analytics Lead

✉ adrian.cole@example.com

☎ +1 (202) 555-0113

📍 Toronto, Canada

🌐 adriancole.example.com

Skills

Analytics

SQL, Python, Experiment design

Platforms

BigQuery, dbt, Looker

Leadership

Metric design, Data storytelling,
Team coaching

Education

University of Toronto

MSc
Applied Statistics
2013 – 2017

Certifications

Professional Data Engineer

2024
Google Cloud

Languages

English

Fluent

Portuguese

Conversational

Community

Community Skills Network

2023 – Present
Run quarterly data literacy workshops for community organisations and early-career analysts.

Interests

Urban cycling

Summary

Data Analytics Lead with eight years of experience in commercial analytics. Combines thoughtful problem solving with hands-on delivery, clear communication and a strong focus on measurable outcomes. Trusted partner to multidisciplinary teams, with a track record of turning complex challenges into practical improvements for customers and colleagues.

Experience

Maple Market

Toronto, Canada

Data Analytics Lead

2022 – Present

- Led a five-person analytics team supporting pricing, retention and merchandising for a national marketplace.
- Created a shared commercial metrics layer that eliminated conflicting reports across nine business teams.
- Designed experiments that identified a checkout change generating a 7.4% increase in conversion.

Clearview Analytics

Toronto, Canada

Data Analytics Specialist

2019 – 2022

- Built forecast models and executive dashboards for subscription, logistics and financial services clients.
- Automated recurring data quality checks, reducing reporting incidents by 52% over twelve months.
- Partnered with operations leaders to translate ambiguous questions into clear decisions and measurable outcomes.

Westbridge Partners

Toronto, Canada

Associate, Commercial analytics

2017 – 2019

- Supported client projects from research and planning through delivery, building a strong foundation in commercial analytics.
- Maintained accurate project documentation, coordinated stakeholder feedback and presented clear recommendations to senior colleagues.

Projects

Retention Signal Model

2025

Combined behavioural and service data to identify customers needing support. Pilot reduced avoidable cancellations by 16% with transparent model reporting.

Team Knowledge & Practice Library

2024

Developed practical templates, examples and onboarding resources for commercial analytics. Shared lessons through monthly peer sessions and made proven approaches easier to reuse.

Forecast Planning Workspace

2023

Built a shared planning workspace connecting sales assumptions, seasonal demand and commercial targets. Clear scenarios helped leadership compare investment options and agree a consistent forecast during quarterly business reviews.