

DANNI BAYN, PHD

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SENIOR INSIGHTS ANALYST

SAS Analytics | Automation | Cognitive Psychology

Experienced and accomplished Information Technology Professional with 10+ years in SAS programming, insight analytics, statistical analytics, and report automation. A proven track record of success in a variety of industries and positions with a highly organized and results based approach. Known for creative and agile solutions and building solid interpersonal relationships within all levels of a company. An exceptional communicator with strong analytical, issue resolution and client-needs assessment aptitude.

AREAS OF EXPERTISE

- SAS Programming
- Statistics
- Data Analysis
- Cognitive Psychology
- Insight Analytics
- Experimental Design/Research
- SQL
- Market Research
- Automation

PROFESSIONAL EXPERIENCE

KOHL'S, Menomonee Falls, WI 2012-Present

Senior Analytic Insights Analyst

Responsible for uncovering actionable insights for internal clients across the organization and for ensuring impactful, and automated, reports to allow for rapid assessment and decision making.

- Grow initiatives for tracking In-Store Traffic and Conversion and for identifying key drivers of each.
- Create new methods for understanding seasonal opportunity based on industry trends.
- Analyze and design Pre/Post, YOY research to determine ROI's for promotions/initiatives.
- Serve as the subject matter expert when coordinating with external vendors on Customer Engagement, In-Store Traffic, and Consumer Data.
- Create and automate analytics and reporting to establish the impact of different channels, regions, and customer type to sales for upper management.
- Conduct advanced statistical analytics (clustering, factor analysis, and regression modelling) to determine drivers of Associate and Customer satisfaction.

CAPELLA UNIVERSITY, Minneapolis, MN 2006-2012

Senior Research Analyst- Specializing in Assessment

Responsible for leading organizational development projects by leveraging SAS, Perl, HTML and Javascript to develop, revise and improve courses.

- Served as the subject matter expert on learner intervention, success, persistence and satisfaction initiatives, and assessments.
- Designed and produced custom rubrics, dashboards, and reports utilizing SAS, Perl and Excel.
- Trained and administered Rasch modeling for learner performance assessment.
- Designed, analyzed and distributed surveys at all levels of the University.
- Developed and maintained powerful assessment databases utilized for all reporting needs across the University.

HONEYWELL TECHNOLOGY LABS, Minneapolis, MN 2001-2005

Primary Research Associate and Programmer

- Designed and tested experimental interface programs and products for projects involving Augmented Cognition, Flight Planning and Deception Detection.
- Assisted with obtaining IRB approval, experimental design, data collection and data analysis for various projects encompassing a diverse range of shareholders.

EDUCATION & PROFESSIONAL DEVELOPMENT

PHD, COGNITIVE PSYCHOLOGY, UNIVERSITY OF MINNESOTA, MINNEAPOLIS, MN (2008)
SAS 9+ ADVANCED PROGRAMMER CERTIFICATION (2015)
PSYCHOLOGY / RESEARCH METHODS INSTRUCTOR (2001-2005, 2013-2014)
DEBATE COACH, LAKEVILLE SR. HIGH (2010-2012)