

Joe Kupresanin



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LINKEDIN

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LOCATION

Cleveland, OH

17 years professional experience with demonstrated excellence in retail analytics, data visualization, and customer behavior enhanced decision making. Experienced in developing talent, building teams, and driving business value for senior leadership. Python, SQL, Databricks, and data viz expertise. Graduate training in statistics and predictive analytics.

WORK EXPERIENCE

January 2024 – Present

Shutterfly | Cleveland, Ohio (Remote)

Senior Web Analyst II (Cards, Stationery, Books, Calendars, Prints)

Partnered with category leadership to provide data-driven insights to grow revenue through customer-centric behavior understanding.

April 2021 – December 2023

H-E-B Grocery Company | San Antonio, Texas

Lead Decision Scientist (Fresh, July 2023)

Decision Scientist II (Meal Simple, Seafood May 2022)

Decision Scientist I (Restaurants, Sushi, April 2021)

Produced enterprise-wide customer data analytics for merchandising & advertising stakeholders.

Primary duty #1: Answered senior leadership's open-ended customer behavior questions with POS data using presentations or self-service dashboarding.

- "How does my Simply Heat customer differ from my Simply Cook customer with respect to category cross-shopping behavior?"
- "Which existing H-E-B locations should be considered for new True Texas BBQ. Help me understand why Real Estate has a different ranked list compared to yours. Go or no go?"

Primary duty #2: Developed team member capabilities through onboarding, coaching, and project guidance.

- Led three decision scientists over all Fresh categories. Held 1:1, team meetings, supported stakeholder relationships to offer guidance on problem definition, metric calculation, coding review, query suggestions, and brainstorming ideas.

January 2020 – April 2021

Data Scientist 1

84.51° (The Kroger Company) | Chicago, IL

- Built predictive models on DataRobot, using pharmacy and grocery transactional data to infer disease prevalence / onset.

August 2007 – June 2018

Professor of Mathematics

Cecil College | Northeast, MD

June 2000 – September 2002

Territory Sales Manager

Altria | Akron, OH

PROFESSIONAL PROJECTS

Household Engagement Tiering

- Built Python | SQL pipeline in Databricks that runs weekly to score millions of households across store-wide categories.
- Developed collection of Tableau dashboards used by team of decision scientists, merchants, and marketers to improve quality of strategic decisions. Project adoption was H-E-B wide.

Restaurant Location Selector

- Engineered a bootstrapped, gradient boosted tree model to predict BBQ sales at existing store locations for consideration of future capital improvement projects. Adopted for sushi, others.

Python Function Collection

- Coded a suite of tools that streamlined analytics capabilities for teammates. Taught training sessions to encourage adoption.
 - KPI, segmentations, basket affinity, cross shopping, repeat or replace, sales decomposition, and penetration metrics.

Stakeholder Enablement Through Video

- Developed the practice of using Zoom to asynchronously deliver video walk-throughs on dashboards | decks | spreadsheets to enhance stakeholder adoption of customer analytics.

TECHNICAL TOOLBOX

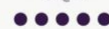
- Coded in AWS Databricks | SQL | Python in retail ~4 years. Experience in Azure, GCP, Linux. Tableau & Power BI.



Python



SQL



Spark



Tableau



R



FORMAL EDUCATION

- **Master of Science, Analytics** | Northwestern University, 2019
- **Master of Applied Statistics** | The Ohio State University, 2007
- **BSBA, Marketing** | The Ohio State University, 2000