

Reem Taye

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github.com/reemtaye

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Areas of Expertise: Analytics Engineering, Self-Service Analytics, Data Pipelines (ELT/ETL), Cloud Data Warehousing, Process Automation

Industry Experience: Insurance, Manufacturing/Logistics, e-Commerce, Restaurant Tech, Property Tech, Pricing, B2B

Tools/Software: dbt (self-hosted and cloud), Data Warehouse(Snowflake, Redshift, BigQuery), Postgres/MySQL/Oracle/MSSQL, AWS (ECS, CloudFormation, Appflow, Glue, S3, AWS CLI, etc), Rest APIs, metabase,

Languages: Python, SQL(Postgres,MySQL,SQL Server, PL SQL, MSSQL, etc.), Bash

Professional Experience

Knock CRM (Acquired by Realpage) | June 2022 - July 2024

Business Intelligence Engineer II

Oct 2023 - July 2024

- Built and administered self-service analytics via metabase, Snowflake, dbt
- Integrated data across multiple different business units using Snowflake, Python, AWS Appflow
- Owned and managed Business Intelligence AWS accounts (infrastructure deployed via CloudFormation/Sceptre), dbt and Snowflake accounts, and BI team git repositories
- Worked alongside and collaborated with the product data engineering and analytics teams on internal pipelines and analytics/reporting for new product offerings
- Developed analytics models/transformations (dbt) and reporting and dashboards for Knock Voice AI, AI Chat and AI Email services, providing immediate analytics feedback on product launch performance
- Created custom python scripts for data sources that didn't have other tools available for extraction, running as scheduled tasks in AWS ECS (Fargate) to Snowflake staging tables
- Troubleshooted and updated existing integrations between billing/CRM systems
- Contributed to customer-facing analytics projects using dbt
- Delivered executive level reporting and high priority/visibility metrics and transformations to enable users across the organization
 - Product Health Reporting (Rolling 12 month metrics, Conversion rates, trends, MoM/YoY, etc)
 - Product Launch Reporting after new products become generally available
 - Accounting/Finance/RevOps reporting with custom date ranges
- Successful exit via acquisition

Business Intelligence Engineer

June 2022 - Oct 2023

- Built data lake + warehouse on Snowflake integrating external data from Salesforce and product utilizing AWS S3, SQS, dbt, CloudFormation, ECS, AppFlow, Snowflake tasks/DAG and sqitch
- Developed and maintained all data pipelines for Knock internal analytics (AWS Appflow, Snowflake, dbt, custom ingestion via python scripting)
- Created data matching process (Snowflake tasks, fuzzy matching in python and edit distance in sql) to unify data across systems with no available mapping, enabling faster onboarding and increased data integrity for RevOps and product teams
- Automated workflows (Python, AWS ECS) to update data in separate Salesforce and billing system instances
- Created pipelines (AWS Appflow,AWS S3, Python, Snowflake Tasks) for data migration between billing and CRM systems

Avery Dennison | April 2018 - April 2022

Senior Analyst - Lead

March 2020 - April 2022

- Developed and maintained data pipeline (Python scripting, Rest APIs, Google Cloud)
- Automated price negotiation business process via Python/SQL and Google Cloud Functions, reducing 3-month manual process to 3 days, resulting in \$82MM added revenue per year
- Delivered automated forecasting process for central supply chain team utilizing Python, Google Cloud APIs
- Led 3 forecasting/data science analysts under supply chain/IT; led the NA IT Early Career Program 2020/2021
- *2021 Avery Dennison IT Values in Action Award Winner, Innovation & Teamwork: Pricing Data Engineering*

Business Analyst - Pricing & e-Commerce Lead

April 2018 - March 2020

- Delivered price override reporting project, reducing manual review time from several weeks to 10 minutes and creating processes to ensure SOX compliance by working directly with auditors on reporting
- Created Tableau dashboards mapping customer waste against existing and future processing plants for sustainability initiatives, increasing stakeholder enthusiasm, and leading to waste management acquisitions

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Onosys

Technical Analyst

Jan 2017 - Feb 2018

- Led project to migrate backend services from monolithic data structure to REST API microservices architecture
- Performed data analysis for legacy and new client implementations on the Onosys platform encompassing digital/mobile ordering, CRM, CMS, call center applications, ecommerce and loyalty/marketing integrations
- Developed strong relationships with C-level executives internally and with external clients to facilitate requirements
- Created technical documentation, solution design and strategy analysis for legacy system upgrades including migrating back end services from monolithic data structure to an API-based matrix
- Redesigned document management processes using SharePoint, Team Foundation Server and Teamwork Project
- Delivered requirements design, analysis for external online ordering solutions, ecommerce, custom development and integrations with point of sale systems, loyalty services, server direct printers and iOS/Android app development

AmTrust Financial Services

Lead Business Analyst - Product

May 2014 - Oct 2016

- Led 3-analyst team in analytics, QA through full software development lifecycle
- Successfully led systems launch for \$130 MM line of business for AmTrust Excess & Surplus (back office & front-end UI/UX)
- Created requirements and managed projects for product enhancements and maintenance, including elicitation, testing, sprint management and analysis
- Led a team of testers in systems testing, automated testing, build outs, project management and business support
- Analyzed test data & created reports on efficiency, release cycles and productivity using SQL
- Worked with development teams to migrate data from acquired companies to internal data warehouse – documented processes, data mapping and data governance procedures
- Data Analysis via SQL and Microsoft SharePoint – running queries, creating metrics and dashboards via Power BI to illustrate tickets, trends, projects and budgets for Product/Engineering teams

Professional Development

Amazon Web Services [Cloud Practitioner](#)

2022

Master of Science, Data Analytics

Western Governors University | 2019

Capstone: [Predicting Employee Retention with Machine Learning](#)

Bachelor of Science, Biology

Cleveland State University | 2013