

Michael Osei

PROFESSIONAL SERVICES CONSULTANT

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SUMMARY

Professional Services Consultant with 4 years of consulting experience in marketing analytics for retail and media clients. Uses SQL and Python to build data integration pipelines and reports, and presents results in PowerPoint to marketing leaders. Works closely with customer success on renewals and runs project management for 6 to 8 accounts at once.

SKILLS

Other Skills: SQL, Python, Excel, PowerPoint, Data Integration, Project Management, Customer Success, Consulting, AI Tools, Presentation Skills

EXPERIENCE

Professional Services Consultant 09/2024 - Present
Back Bay Insights Boston, MA

Marketing analytics SaaS used by 500 brands.

- Configure analytics workspaces for **14** enterprise clients, from data integration to dashboard handoff.
- Write SQL and Python transforms that load ad spend and sales data from 8 sources into client models.
- Present quarterly results in PowerPoint to client marketing leaders, helping customer success renew 12 of 13 accounts.
- Pilot AI tools that draft first-pass campaign summaries, saving consultants 5 hours per client each month.

Analytics Consultant 06/2022 - 08/2024
Charles River Data Group Cambridge, MA

Analytics consulting firm for subscription and retail businesses.

- Built Excel and SQL churn models for 9 subscription clients and walked each team through the drivers found.
- Gathered reporting needs from 40 client stakeholders and turned them into dashboard specifications for the build team.
- Delivered 20 client workshops on attribution and measurement methods for marketing and finance teams.
- Cleaned and joined CRM and web data for a 2-million-row customer retention study used in a pricing change.

EDUCATION

Bachelor of Science 05/2022
Northeastern University Boston, MA
Economics and Data Science

CERTIFICATES

Microsoft Certified: Power BI Data Analyst Associate
Microsoft
01/2024