MARY C. MONAHAN

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Data analytics leader with 10 years of experience managing performance driven analysis, forecasting and strategic planning activities for major brands and industry leaders. Proven success in leading direct reports and cross functional teams. Demonstrated expertise in project management, establishing & reporting KPIs, improving forecasting accuracy, communicating and presenting insights with actionable recommendations to help drive sales and profitability objectives.

TECHNICAL SKILLS & DATABASES

Languages & Software: SQL (My & Postgres), Python, Tableau, PowerBI, DAX, Advanced in Excel, Matplotlib, Seaborn, Pandas, NumPy, Scikit-learn, APIs, Webscraping, Timeseries Google Docs, Microsoft Office Suite

Database Systems: EIW Frameworks, JDA's Arthur Enterprise Suite, SKYPAD, NPD's Decision Key, IBM COGNOS

EXPERIENCE

Data Analytics Immersive Fellow| General Assembly | Remote | August 2022 – December 2022
• Successfully completed 450+ hours of expert-led instruction with hands on learning strengthening Data Analytics skills using the industry's most in-demand technologies. Projects include:
- **Capstone Project**: Built with Python, Tableau
- **Citibike**: Built with SQL, Tableau
- **Airbnb**: Built with Excel, PowerBI

Director, Commercial Planning & Analytics | L'Oréal | New York, NY | January 2021 – May 2022
• Led cross functional team of 30 in 3 locations (New York, Los Angeles, Chicago), ranging from entry-level analysts to general managers in the forecasting of KPI targets (sell out and shipment figures) that aligned with global priorities and objectives for 2 top luxury brands, worth $1.3B+ in retail sales, which guided robust double-digit growth over the previous fiscal year.
• Minimized business dependency on promotional activity to drive sales by providing mid and executive level leadership consistent reporting and strategic recommendations.
• Increased field personnel productivity, achieving divisional revenue and profit targets by developing retail sales targets in partnership with field leads for all points of distribution, comprised of 2,500+ doors and three tier hierarchy structure.
• Enhanced reporting and forecasting tools by introducing additional metrics and visual representations, helping stakeholders better understand performance drivers and enabling more agile decision making.

Senior Manager, Retail Sales Planning & Analytics | L'Oréal | New York, NY | July 2019 - December 2020
• Drove a return to sales growth in the back half of 2020 for the #2 luxury cosmetics brand by providing leadership with COVID adapted KPI dashboards and analysis consistently highlighting growth opportunities and risks.
• Oversaw assistant manager responsible for report production and re-engineering sales data systems processes & documentation leading to improved confidence in data accuracy across the organization.
• Posted +15% net growth (6x market rate) and gained 0.6 points of share in women's luxury fragrance market by working with marketing and demand planning teams to develop launch ambitioning and protection plans for existing product lines.
• Partnered with leadership on strategic workforce transformation projects aimed at improving sales productivity and addressing changing retail landscape in response to onset of COVID-19 pandemic.

Manager, Retail Sales Planning & Analytics | L'Oréal | New York, NY | May 2016 - June 2019
• Analyzed POS & wholesale customer data across various platforms to inform stakeholders on KPI performance and marketplace conditions for Lancôme, the #2 luxury cosmetic brand, worth $1B+ in retail sales.
• Reduced reporting redundancy by 50% by collaborating with account leaders to develop more meaningful KPI reporting and flexible forecasting tools to address evolving business needs.
• Investigate promotion mechanism effectiveness for key commercial moments which drive up to 40% of annual sales.
• Led external database optimization and validation by working with cross-functional teams to enhance data efficiency and accuracy across the luxury division.

Merchandise Planner | Ross Stores | New York, NY | August 2015 - May 2016
• Steered product plans and financial forecasts for men's shoe category by analyzing sales, gross margin, inventory & OTB.

Senior Merchandise Location Planning Analyst | Ross Stores | New York, NY | March 2014 - August 2015
• Planned and forecasted store inventory levels for subsection of business with 75+ different product types.

Global Category Analyst, Luxury Cosmetics | NPD | New York, NY | August 2012 - March 2014
• Delivered insights to better guide our clients brand strategies, product innovation, packaging design, and potential partnerships.

EDUCATION

Data Analytics Immersive Program | SQL, Python, Tableau, PowerBI, Excel | Certificate | General Assembly | 2022
Bachelor of Science in Business Administration | Finance & International Business | 3.8 | SUNY Buffalo | 2012
Bachelor of Arts in International & Global Studies | Latin American Studies | 3.7 | SUNY Buffalo | 2012