

RONNIE PINNELL

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SKILLS

Data Modeling

Dimensional Data Modeling
Star Schema
Snowflake Schema
Semantic Modeling
Data Warehousing
ETL Pipeline Design

Analytics & BI

Analytics Engineering
Power BI (DAX, Power Query)
Tableau
Revenue Analytics
Price-Volume-Mix Analysis
Customer Segmentation
Self-Service BI

Programming

Python (pandas, regex, NLP)
SQL
R (ML, statistical modeling, NLP)
PostgreSQL

Machine Learning

Regression (linear, logistic, ridge, lasso)
Classification (trees, Naive Bayes)
Clustering (K-Means, PCA)
Statistical Analysis
Cross-validation

Advanced Analytics

Optimization (LP, IP, dynamic programming, Monte Carlo simulation)
NLP & Sentiment Analysis
Entity Resolution
Network Analysis
QGIS

Strategy & Leadership

Strategic Planning
OKR Framework
Stakeholder Communication (PE, C-suite, Board)
Cross-functional Leadership
Data Dictionary Development

Domain

Hockey Analytics
Consumer Products
Aftermarket Auto Parts
Retail/E-commerce

EDUCATION

MS Business Analytics

University of Dayton | 2024 | GPA: 3.83
Coursework: Machine Learning (9 techniques + clustering + PCA), Optimization (LP, IP, dynamic programming, Monte Carlo simulation), Data Warehousing & Dimensional Modeling, NLP & Sentiment Analysis, Statistical Analysis, Python, R, SQL, Tableau

BA Electronic Media Communications

University of Dayton | 2012

PROFESSIONAL SUMMARY

Builds analytics infrastructure and data models that organizations actually use. Background spans dimensional modeling, strategic planning, and Python-based analytics --across PE-backed distribution, consumer electronics, and independent platform development. MS in Business Analytics, Best Capstone Award, University of Dayton.

EXPERIENCE

Business Analyst (BI Architecture & Analytics) | Empire Auto Parts

2023 – Present | Remote, Colorado Springs, CO

PE-backed aftermarket collision parts distributor, 7+ distribution centers, 1,000+ employees

- Built a self-service sales analytics platform in Power BI used by the PE board, C-suite, GMs, finance, sales, and operations
- Designed every report for self-service: users pick dimensions and metrics, visuals update, no ERP extraction needed
- Co-built a Revenue Intelligence framework with the VP of Finance and PE board --Price/Volume/Mix decomposition, customer lifecycle segmentation
- Built a deal performance tool comparing pre/post-discount sales by customer, flagging deals that missed volume targets --deals have been revoked based on it; still in active use
- Built a discount profitability model using OPEX-inclusive break-even analysis; presented framework and sensitivity analysis to the executive team
- Built a distribution network model pulling from 4 data sources --produces scored location maps used for every expansion decision
- Developing an external market intelligence layer correlating vendor feeds with internal transactions to surface pricing and market share signals
- Bootstrapped data quality governance from scratch --traced root causes across ERP and BI systems, authored data dictionary with full metric definitions
- Delivered monthly narrative commentary to the PE board and C-suite explaining drivers behind metric movements at regional and group level
- Ran analytics training and onboarding across functions and seniority levels; ongoing as the organization's analytics footprint grows

Product Marketing Manager | Parts Express

2020 – 2023 | Dayton, OH

Consumer audio electronics

- Ran a bottoms-up strategic planning process using cultural engineering and design thinking across all departments, producing near-term and 5-year plans
- Built and delivered full marketing plans using data --campaign strategy, promotional calendars, content planning --measured via Google Analytics and Klaviyo
- Designed segmented customer surveys by customer type and product purchased; used findings to inform product and marketing decisions
- Built customer intelligence programs using NLP-based sentiment analysis and social analytics
- Ran market gap analysis to identify new product opportunities; delivered competitive analysis and product recommendations; collaborated with product development on features and testing
- Presented regularly to executive leadership; developed templates the organization still uses

Product Line Manager | Parts Express

2016 – 2020 | Dayton, OH

- Owned P&L and product portfolio across multiple product lines
- Managed pricing, competitive analysis, and go-to-market execution
- Worked cross-functionally with sourcing, engineering, and marketing

SELECTED PROJECTS

BenchSight - Hockey Analytics Platform | benchsight.io

Independent analytics platform built from scratch --140-table dimensional data warehouse (star schema), ETL pipeline processing game tracking data, 50+ page Next.js dashboard with Supabase (PostgreSQL cloud). Computer vision pipeline for automated player tracking from GoPro footage. 200+ architecture decisions documented. Live with real league data. Owns all architecture and product decisions; uses AI for implementation and validates all output.

Best Capstone Award - Inventory Optimization for Copeland | University of Dayton

Team leader and primary industry contact. Built optimization tools, root cause analysis, and strategic operational insights for Copeland's inventory challenges.

