

Sorin Catighera

Data Analyst

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[GitHub](#)

Website: Will be added soon

Location: Raleigh, NC

Professional Summary

Data Analyst with a strong foundation in Business Analysis, skilled in uncovering insights from complex financial data to support smarter decision-making. Experienced in regulatory compliance reporting, client segmentation, and using machine learning for predictive modeling, and risk scoring. Proficient in SQL, Python, Tableau, Excel, and Agile workflows, with a track record of bridging business and technical teams to support new strategic initiatives.

Data Analysis Projects

- Instacart: Analyzed customer behavior and product trends using Python and SQL; identified peak sales periods, top-performing product categories, and variations in customer ordering patterns, leading to marketing strategy recommendations for improved targeting and retention.
- Rockbuster: Used PostgreSQL, DbVisualizer, and Tableau to analyze customer and rental data in support of launching a new online video platform. Identified top and bottom-performing films by revenue, and evaluated geographic trends in customer value and sales performance. Delivered data-driven insights to guide regional expansion, content strategy, and targeted marketing efforts.
- Influenza: Conducted data-driven analysis using Tableau and Excel to inform medical staffing strategies ahead of flu season across the U.S. Assessed seasonal patterns by state, identified variation in outbreak timing, and prioritized states by vulnerable population levels (low, medium, high need). Evaluated data limitations to guide future data collection and improve forecasting accuracy. Insights helped inform the timing and spatial allocation of healthcare personnel during flu season.
- GameCo: Analyzed historical video game sales using Excel to identify top-performing genres, shifting popularity trends, and regional sales differences. Assessed competitor presence across markets to support strategic planning for new game development. Delivered actionable insights to inform design and positioning decisions.
- Numis Bank: Conducted time series analysis using Excel to forecast global oil price trends, informing strategic investment decisions. Performed in-depth customer satisfaction analysis to identify key drivers of attrition and proposed data-backed retention strategies, contributing to improved client engagement and loyalty initiatives.
- User Access: User access and entitlement data analysis for Windows and Linux servers to ensure accurate access attestations.

Skills

- Data Analysis: Python (pandas, scikit-learn), SQL, Data Wrangling, Descriptive Statistics, Excel, Jupiter Notebooks, Storytelling with Data.
- Data Visualization: Tableau, Power BI, creating stakeholder dashboards.
- Machine Learning: optimizing algorithms, Random Forest Modeling, K-Nearest Neighbor, Convolution Neural Networks, iterating predictions.
- Project Management: Agile, SDLC, led cross-functional data projects.

Professional Experience

Assistant Treasurer

International Institute of Business Analysis – Research Triangle Park Chapter | Durham, NC
3/2022 – Present

- Conducted cross-functional data analysis by integrating financial reporting with marketing performance metrics to evaluate channel effectiveness and inform strategic planning decisions.
- Analyzed revenues, expenses, and net income trends to assess the organization's financial health using data from the Income Statement and Cash Flow Statement.
- Elicited, documented, and reviewed business requirements for event setup processes to ensure accurate data capture and support analytics for event performance and member engagement.
- Mapped and analyzed event setup processes on the Eventbrite platform to identify data capture points, streamline workflows, and enhance reporting accuracy for event performance metrics.

Senior Business Analyst

Truist | Raleigh, NC

2/2023 – 9/2023

- Conducted in-depth data analysis of user access and entitlement records across Windows and Linux systems to ensure alignment with Federal Reserve cybersecurity compliance standards.
- Developed Power BI dashboards in collaboration with a data scientist to monitor the timely removal of user access for terminated or transferred employees, resulting in a 25% reduction in policy violations.
- Partnered with Identity and Access Management (IAM) teams to analyze access provisioning and de-provisioning trends, identifying key gaps and recommending automated controls.
- Evaluated role-based access models and applied least-privilege principles, using SQL and Excel to identify redundant or excessive permissions across key business functions.
- Elicited, documented, and translated business and technical requirements for enhancing event risk scoring, ensuring alignment between cybersecurity objectives and data-driven scoring models.

Senior Business Analyst

Venerable Holdings | West Chester, PA

6/2018 – 12/2021

- Participated in the development of an enterprise-wide imaging system, contributing to the design of user productivity reporting and performance metrics.
- Created and maintained ad hoc reports for executive leadership using SQL (Microsoft SQL Server Management Studio), covering key areas such as annuity sales, tax implications, and operational metrics.
- Conducted annuity product analysis to identify the most appealing product features, providing actionable insights to improve customer acquisition strategies.
- Collaborated with software developers to automate ingestion and storage of Financial Markets data (e.g., S&P 500, EuroStoxx 50), supporting the design of end-to-end data flows and schemas for efficient access.
- Analyzed and mapped business process workflows to identify bottlenecks and opportunities for automation and process improvement.
- Partnered with cross-functional teams to ensure business requirements were accurately translated into data-driven reporting solutions.

Senior Business Analyst

Voya Financial | West Chester, PA

4/2014 – 5/2018

- Gathered and documented reporting requirements and contributed to the data model for the Voya Sales Reporting Data Mart, the central repository used for senior management sales reporting.
- Mapped and formatted data across multiple administrative systems to align with reporting needs, ensuring seamless data flow and on-time, on-budget project delivery.
- Collaborated with actuarial, accounting, compliance, operations, and claims teams to gather requirements and define the logical data model for the Death Claims Interest Rate Calculations system mandated by state regulations.
- Led business requirements elicitation for a new annuity product (Potential Plus), partnering with cross-functional teams and mapping product data into existing administrative systems.
- Supported the Sales Redesign initiative by working with internal IT and external vendors to digitally transform sales processing via the Firelight platform, including end-to-end sales data integration and database mapping.

Education

Certificate in Data Analytics | CareerFoundry | 2025

Relevant Courses: Data Profiling and Cleaning, Data Quality and Integrity, Data Mining and Wrangling, Data Transformation and Integration, Data Visualization, Data Ethics, Descriptive Statistics, Exploratory Data Analysis, Statistical and Predictive Analytics, SQL, Python for Data Analysis, and Machine Learning with Python.

Bachelor of Science in Engineering | University Politehnica of Bucharest, Romania