

Peri Venetis

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PROFESSIONAL SUMMARY

Computer Science graduate (2023) transitioning into Data Analytics with hands-on experience designing ETL workflows, performing SQL-driven analysis, and delivering Power BI dashboards. Focused on improving reporting efficiency, strengthening KPI visibility, and supporting data-informed pricing and operational decisions.

EDUCATION

Toronto Metropolitan University (formerly Ryerson University)

Bachelor of Science (Honours), Computer Science

Toronto, ON

2023

EXPERIENCE

Independent Data Consultant

Mar 2026 – Present

Self-Directed / Client Work

Toronto, ON

- Reduced manual data preparation time by 40% by designing ETL workflows to extract, clean, and standardize API data across 100–200 retail locations.
- Delivered analytics engagement translating business questions into SQL and Python analysis of regional density, service offerings, and performance trends.
- Developed interactive Power BI dashboards adopted for ongoing KPI tracking, improving stakeholder visibility into competitive positioning and market gaps.
- Maintained data integrity and reproducibility by documenting data models, transformation logic, and validation checks.

Membership Sales Associate

Apr 2024 – Feb 2026

Unionville Athletic Club

Markham, ON

- Maintained and analyzed membership and revenue data to support weekly forecasting, pricing adjustments, and operational planning.
- Reduced manual reporting effort by 30% by automating recurring performance reports and improving CRM data structure.
- Increased visibility into sales performance by standardizing lead-tracking workflows and conversion metrics.
- Provided technical support for CRM and reporting tools, improving staff adoption and minimizing operational disruptions.

PROJECTS

Print Shop RFM Customer Segmentation

Sep 2025

- Automated data cleaning and RFM calculation for 1,000+ transactional records using Excel VBA, ensuring accurate and repeatable customer segmentation.
- Analyzed Recency, Frequency, and Monetary metrics to identify revenue drivers and at-risk customer segments.
- Built dashboards highlighting seasonal trends and purchase behavior to inform retention and re-engagement strategies.
- Delivered segment-level insights supporting prioritization of high-value and growth-oriented customer groups.

DataFlow SaaS Business Analysis

Apr 2025

- Cleaned and normalized 120k+ records across Orders, Products, and Customers to design a structured relational data model.
- Identified revenue trends, churn patterns, and product performance drivers through SQL and Excel-based exploratory analysis.
- Delivered a multi-page Power BI dashboard adopted for KPI tracking across revenue, retention, and geographic performance.
- Analyzed customer lifetime value and revenue concentration to support upselling and enterprise growth strategy.

TECHNICAL SKILLS

Languages & Tools: SQL (PostgreSQL, MySQL, MS SQL Server), Python (pandas, NumPy, matplotlib), Excel (Power Query, Pivot Tables, VBA), Power BI (DAX), PowerPoint, GCP (APIs, data extraction)

Data Analysis: Exploratory Data Analysis (EDA), Data Modeling, ETL, Data Cleaning, Data Storytelling

Business & Project Skills: Stakeholder Communication, Agile/Scrum, Jira, Confluence, CRISP-DM, Documentation