

# Zach Greer

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## WORK EXPERIENCE

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### Southeastern Grocers

*Senior Real Estate Analyst*

*March 2022 – March 2025*

- Optimized customer loyalty Alteryx geocoding process, reducing runtime from 30+ hours to 1 hour for 60 million records by implementing targeted spatial matching techniques
- Developed weekly ETL process in R, moving records for 25+ retail chains/5000+ locations from Azure Blob storage to MS SQL Server
- Built R Shiny application for trade area recalibration, establishing a standardized process allowing analysts to quickly create and visualize store trade areas
- Created predictive models for specialty department performance; incorporating demographic data, market basket analysis, and web-scraped competitive intelligence
- Designed summer internship program curriculum, guiding interns through developing interactive PowerBI dashboards and building predictive models in R for business analysis

### Publix Super Markets, Inc.

*Pricing Analyst*

*December 2019 – January 2021*

- Oversaw weekly SQL ETL process importing 20,000 price records from 50+ competitor retail locations
- Increased weekly return rate by 10% by coordinating picture verifications with vendor based on predicted seasonal trends, frequently missed items, and the upcoming sales ad
- Managed automated pilot pricing program by consulting with regional directors on store inclusion and expanding item coverage from one list to six regional lists
- Designed and presented strategic market analysis to C-Suite executives identifying high-potential expansion areas
- Developed interactive Excel dashboard for executive leadership visualizing COVID-19 impact on shelf conditions across major metro markets

*Exception Based Reporting Analyst*

*August 2018 – December 2019*

- Led data mining efforts identifying fraudulent transactions across billions of records, delivering 35% more actionable cases with 40% faster response time and 20% higher case value YOY
- Equipped 30+ Loss Prevention Specialists with analytics training to identify inventory shrink sources
- Drove a 10% decrease in weekly coupon variance by identifying stores with frequent coupon misuse, leading to re-training efforts at 100+ stores

*Customer Service Specialist*

*March 2012 – August 2018*

- Advanced from entry level bagger to a cross-functional specialist across three departments (Customer Service, Grocery, & Produce); training new associates and leading teams of 10+ while managing financial transactions and CS operations

## EDUCATION

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### University of South Florida

*Bachelor of Arts, Statistics*

**May 2019**

*Tampa, FL*

- USF Lacrosse alum

## SKILLS

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- Statistical Methods & Machine Learning - *Bayesian Methods, Outlier Detection, Predictive Analysis, Hypothesis Testing, Regression, Clustering, Primary Component Analysis, Market Basket Analysis, caret*
- Programming - *R, Python, SQL, JavaScript, DAX, dplyr, data.table, Github, HTML, CSS, x86 assembly, VBA*
- Data Visualization - *Tableau, PowerBI, ggplot2, R Shiny, Dashboard Development*
- Data Governance & Engineering - *Azure, AWS RDS, Redshift, GCP, Alteryx, Teradata SQL Assistant, Microsoft SQL Server, MySQL Workbench, ETL Pipeline Design*
- Geospatial Analysis - *arcGIS, QGIS, SiteWise, Placer.ai, Leaflet, Trade Area Development*
- Data Formats – *CSV, TXT, JSON, SHP, RESTful APIs, Relational Databases*