

Lawrence Karongo

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BI & Analytics Platforms: QuickSight, Adobe Analytics (familiar), Power BI, Tableau | **Cloud & Data:** AWS Glue, Redshift, S3, Athena, SageMaker

Languages: Python, SQL, PySpark, Spark SQL | **Analytics:** A/B Testing, Funnel Analysis, Seller & Customer Analytics, Segmentation, Simulation

Education

Master of Public Policy in Advanced Policy Analysis | University of Minnesota Twin Cities | May 2017

Bachelor of Science in Applied Economics | University of Minnesota Twin Cities | May 2015

Professional Experience

Amazon

Business Intelligence Engineer II – Fulfillment Technology AI | April 2024 – Present

- Rapidly onboarded to new analytics platforms and tooling to meet evolving business requirements, demonstrating ability to transfer BI expertise across diverse technical environments.
- Developed executive-facing QuickSight dashboards with self-service capabilities, enabling stakeholders to explore operational, business, and model performance data independently, reducing ad-hoc reporting requests by enabling data-driven decision-making.
- Designed user-specific data visualizations and dashboard layouts through iterative stakeholder feedback, ensuring insights were accessible and actionable for non-technical audiences.
- Built ROI and forecasting simulations to model entitlement gains and long-term business impact, guiding strategic prioritization and resource allocation across fulfillment centers.
- Defined and owned core KPI frameworks for SKU image coverage, applying experimental analysis and causal reasoning to quantify incremental impact and justify leadership investment.
- Designed and implemented AWS Glue and Spark Framework ETL pipelines, unifying multiple S3 and data lake sources to support metric production, experimentation analysis, and dashboard automation.
- Productionalized Spark SQL pipelines to deliver timely ETL outputs aligned with program requirements, ensuring data reliability for downstream analytics and leadership reporting.
- Delivered four analytical products across three domains in six months, demonstrating strong prioritization, cross-functional communication, and end-to-end ownership.

Business Analyst II – Selling Partner Services | June 2022 – April 2024

- Conducted customer (seller) journey and funnel analysis using behavioral data to identify friction points and conversion opportunities, informing product and engagement strategy.
- Developed a large-scale NLP sentiment dataset integrating open-text models to surface behavioral signals, enabling targeted interventions based on member feedback patterns.
- Built automated metric deviation alerting pipelines (Glue + Python), improving operational response times and enabling proactive issue identification.
- Conducted ANOVA and regression-based analyses to evaluate predictive power of trailing metrics on seller satisfaction, strengthening forecasting accuracy and engagement modeling.
- Designed and maintained ETL pipelines supporting experimentation, feature engineering, and automated reporting across multiple business lines.

Previous Experience

Institutional Data Analyst | Charles R. Drew University of Medicine and Sciences | Aug 2020 – June 2022

Data Scientist | East Bay Community Law Center | Aug 2018 – July 2020

Star of the North Fellow | Minnesota Department of Transportation | June 2017 – July 2018

Research Assistant | University of Minnesota Twin Cities | Aug 2014 – May 2017