

Alex J. Caffarini

President – Analysights, LLC

PROFESSIONAL EXPERIENCE

MARKETING ANALYTICS

- Designed coupon redemption simulator – using regression analysis – enabling major frozen food manufacturer to increase coupon ROI by 20% for 18 of its brands.
- Designed process to analyze store-level coupon redemption patterns by Nielsen Scantrack market, resulting in 15% promotion cost savings for major cereal manufacturer.
- Streamlined modeling process by 60%, eliminated data entry errors, and reduced data entry time by 95% for catalog retailer with 4 million-record housefile by improving SAS programs with macros and arrays.
- Created Excel-based algorithm to recognize patterns in large data sets, resulting in a 92% reduction in manual data analysis and \$14,200 productivity enhancement.

MARKETING RESEARCH

- Designed market-sizing survey for proposed add-on service and determined market potential of \$68-\$102 million.
- Developed panel of medical coders for survey, resulting in \$75,900 reduction in survey sample costs.
- Enabled regional supermarket chain to achieve 30% lift in mushroom sales by designing and executing an in-store cross-merchandising test.
- Co-authored annual *Future of Food Retailing* report; systematized data collection process and incorporated statistical estimation and time series forecasting methods into development of the report.
- Designed research study and authored report on coupon use by Hispanic consumers.
- Designed surveys incorporating Gabor Granger and Van Westendorp methodologies to determine optimal pricing for reference guides and membership packages.

CLIENT SERVICE/TEAMWORK

- Presented research findings and recommendations to C-level executives, boards of directors, and senior managers.
- Renegotiated license for survey software at a \$12,000 cost savings.
- Trained 4 analysts in SAS programming.
- Trained 6 members of department in Conformat survey software.



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EMPLOYMENT HISTORY

Analysights, LLC	<i>President</i>	Schaumburg, IL
American Medical Association	<i>Market Research Manager</i>	Chicago, IL
Willard Bishop, LLC	<i>Associate II Consultant</i>	Barrington, IL
Walgreen Co.	<i>Manager, Promotional Evaluation</i>	Deerfield, IL
NCH Marketing Services	<i>Senior Market Research Analyst</i>	Deerfield, IL
Sears Holdings	<i>Senior Circulation Analyst</i>	Hoffman Estates, IL
Hammacher Schlemmer	<i>Modeling and Forecast Analyst</i>	Chicago, IL
Bankers Life and Casualty Co.	<i>Information Analyst</i>	Chicago, IL
CoVest Bank	<i>Marketing Analyst</i>	Des Plaines, IL

EDUCATION & TRAINING

MBA, Marketing and Quantitative Methods, Loyola University Chicago, 2003
B.B.A., Economics, Loyola University Chicago, 1994

PROFESSIONAL AFFILIATIONS

American Marketing Association
American Statistical Association (Chicago chapter)
Schaumburg Business Association



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