

Racheal Lane

BUSINESS TRANSFORMATION, DATA & ANALYTICS EXECUTIVE

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EXECUTIVE PROFILE

Business transformation, data and analytics executive with 20+ years of experience leading BI, analytics, data governance and data engineering across complex, multi-unit organizations. Trusted advisor to C suite leaders who translates business strategy into analytics roadmaps, operating priorities and measurable outcomes. A player coach known for connecting transactional, financial, operational, product and customer data, testing assumptions and giving executives clear recommendations. Builds caring, curious teams that understand the business, challenge assumptions and connect data to action. Led enterprise operating model transformation, self-service adoption, data standardization and resource planning. Expanding this solution stack through hands on work with generative AI, Claude, LLM workflows and AI enabled decision support.

SIGNATURE IMPACT

- **\$10M** in annual value protected by uncovering technology and process failures during a major rollout
- **\$4.3M** annual revenue opportunity identified through customer and package profitability analysis
- **\$350K** monthly performance improvement generated through root cause analysis and operational action
- **400+** employees supported through enterprise analytics operating model transformation
- **6.5K** reports and legacy data assets retired to move users toward trusted sources of truth
- **7** Senior Directors from each operational function indirectly led across BI, analytics, reporting, governance and data engineering

LEADERSHIP CAPABILITIES

Business Transformation, Business Insights and Analytics Strategy, Executive Advisory, Customer and Behavioral Analytics, Product and Marketing Insights, Cohort and Funnel Analysis, Financial Acumen and Business Value, Root Cause Analysis, KPI, Semantic and Metric Governance, Analytics Operating Model Design, Data Governance, Self Service Enablement, Strategic Planning, Data Strategy and Architecture, Intake, Prioritization and Capacity Planning, Resource Planning, Vendor Partnership, Cross Functional Leadership, Stakeholder Management, Executive Leadership and Talent Development, AI Enabled Decision Support, Critical Thinking, Problem Solving, Mentorship, Executive Reporting and Presentation, Strong Communicator, Curiosity, Business Acumen, Knowledge and Information Management, Data Standardization, Collaboration

PROFESSIONAL EXPERIENCE

Independent Consultant, Data & Analytics Strategy, Hamden, CT

2025-Present

Advise CFOs, COOs, and senior leaders on complex business transformation challenges where data, strategy, and execution are not fully aligned.

- Focused on helping organizations identify where performance is falling short of expectations, uncover the operational and financial drivers behind the gap, and turn those insights into an executable transformation strategy.
- Turn fragmented data and unclear priorities into focused action, measurable accountability, and sustainable business results.

COMCAST VP, Data Analytics and Business Intelligence, West Division

2024-2025

Led Business Intelligence, Enterprise Analytics, Data Governance, and Data Engineering across Finance, Marketing, Operations, Product and Technology, translating executive priorities into analytics roadmaps, operating plans and transformation initiatives.

- Led seven Senior Directors and multidisciplinary analytics, reporting and data engineering teams; developed leaders, aligned capacity to priorities and advanced the organization from order taker to trusted business advisor
- Advised Division C-Suite by translating complex findings into decisions, tradeoffs, and action
- Chaired the Data Governance Council and Data Strategy Board, establishing reporting standards, data quality frameworks, metric discipline, and analytics best practices for continuous improvement
- Built a dependency, accountability, and business continuity model clarifying ownership and supported enterprise transformation.
- Established a Change Management Council to align leaders, reinforce accountability, and support workforce transition
- Led transformation affecting more than 400 employees, retiring 2.5K reports and 4K legacy assets, directing users to trusted data sources
- Implemented an enterprise ETL solution using Workday and Data Foundry, improving accuracy and reducing annual overtime expense by approximately \$100K
- Accelerated adoption of generative AI and self-service analytics for research, automation, and executive decision support
- Moved analysts and business partners from hand-coded data pulls to curated self-service model adopted by 200 active users

COMCAST Senior Finance Director, Business Support & Analytics, Northeast Division	2022-2024
Led an 11-member team of business analysts, reporting analysts and data developers responsible for enterprise reporting, forecasting, performance measurement, and decision support, with Finance as the primary internal customer. Owned analytics supporting financial and operational performance, customer behavior, forecasting, budgeting, churn, take rate and publicly reported subscriber measures - Uncovered technology process failure during a major BOT rollout, quantified the exposure and helped leaders delay launch, take corrective action, protecting approximately \$10M annually - Eliminated duplicate credits affecting approximately 10K customer accounts through cross functional analysis and stakeholder collaboration - Developed a subscriber and package profitability model that identified a \$4.3M year over year revenue opportunity	
COMCAST Senior Finance Manager, Business Intelligence	2016-2022
Led a lean Business Intelligence team delivering profitability analytics, customer insights (Customer Lifetime Value, LTV), forecasting, dashboards, and strategic decision support - Combined SQL, Tableau, and enterprise data to analyze customer segments, product performance, retention and offer response, informing pricing, customer experience and financial decisions - Improved Tech Recovery Rate through root cause analysis and operating partnership, generating approximately \$350K in monthly financial impact - Conducted variance analysis across revenue, cost and subscriber metrics to surface drivers and inform corrective action. - Created the Business Intelligence portal (SharePoint) to organize vital dashboards including customer segmentation and CX success measures	
COMCAST Marketing Analytics Manager, Western New England Region	2012-2016
- Built marketing databases that reduced mailing expenses by 15% and delivered executive reporting across revenue, expense, churn, cash flow, and subscriber growth as the Marketing Analytics leader - Analyzed acquisition, attribution, segmentation, campaigns, forecasting, budgeting and customer feedback	
COMCAST Business Operations Manager	2006-2012
Established Revenue Assurance and led performance for nine Xfinity retail locations	
COMCAST Marketing Analyst	2004-2006
Reported revenue, expense, cash flow, churn, growth, and segment performance	

TECHNOLOGY & SOLUTION STACK	
Analytics & BI: Power BI, Tableau, Looker, Hyperion Smart View, Essbase, Executive Reporting, Dashboards, KPI Governance Data & Platforms: SQL, PL/SQL, Python, ETL, Data Pipelines, Snowflake, Teradata, Oracle, SQL Server, Hadoop, Data Foundry, Microsoft 365, Strong Excel, Word, PowerPoint, and SharePoint Proficiency AI & Workflow: Generative AI, ChatGPT, Claude, Microsoft Copilot, LLM and Agentic workflow design, Prompt engineering, AI agents	

EDUCATION & PROFESSIONAL DEVELOPMENT	
Bachelor of Arts in Psychology , Southern Connecticut State University, New Haven, Connecticut	1991
AI Workflow, Skills, Agent Black Belt in progress	2026
Python for Data Analysis	2026
Python Quick Start	2026
Prompt Engineering and AI Agents with ChatGPT	2025
Microsoft Copilot for Productivity	2025

THOUGHT LEADERSHIP & SPEAKING	
Feed Your Career: Adaptability and Flexibility, Career adaptability and professional growth	2024
Leaderfest and Skill Forward: Decision Making Using Data, Practical business decision frameworks for leaders	2024
Comcast Labs Connect Innovation for Inclusion of Diversity & Accessibility Conference, Career journey in data and analytics	2021
How Business Intelligence Is Smart, BEngineers Conference, A farm-to-table framework for actionable BI	2021

RECOGNITION	
Comcast Northeast Division Legends Award	2004