

Racheal Lane

Executive Leader | Business Intelligence Executive • Enterprise Analytics • AI Strategy • Data Governance

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PROFESSIONAL SUMMARY

Senior Business Intelligence and Data Analytics Executive with 20+ years of experience leading enterprise analytics, data governance, customer analytics, forecasting, FP&A, and AI-driven transformation within Fortune 50 organizations. Proven success developing analytics strategies, leading high-performing Business Intelligence, Data Engineering, and Reporting teams, and delivering data-driven solutions that drive revenue growth, customer experience, operational excellence, and strategic decision-making. Expertise in enterprise reporting, KPI governance, predictive analytics, machine learning, generative AI, revenue assurance, and executive stakeholder management.

KEY EXECUTIVE ACHIEVEMENTS

- Saved \$10M annually by identifying and resolving BOT technology issues affecting approximately 10,000 customer accounts
- Led enterprise analytics transformation impacting 400+ employees, consolidating 2,500 reports and decommissioning 4,000 legacy data assets
- Implemented enterprise ETL solution generating \$100K in annual savings
- Developed profitability model identifying a \$4.3M annual business opportunity
- Improved Tech Recovery Rate performance generating approximately \$350K monthly impact

CORE COMPETENCIES

Business Intelligence Strategy	Reporting Governance	Enterprise Reporting
Enterprise Analytics	Data Quality Frameworks	Dashboard Development
Analytics Transformation	Customer Experience Analytics	KPI Governance
Executive Leadership	Customer Segmentation	Data Engineering Leadership
Strategic Planning	Revenue Assurance	Predictive Analytics
Data Strategy & Data Architecture	Forecasting & FP&A	Machine Learning
Data Governance	Business Continuity Planning	Generative AI
Customer Analytics	ETL & Automation	AI-Enabled Decision Support
Operational Excellence	Cross-Functional Leadership	Change Management
SQL & Database Management	Stakeholder Management	

TECHNICAL SKILLS

Business Intelligence & Analytics

Power BI • Tableau • Looker • Hyperion Smart View (Essbase) • Executive Reporting • Dashboard Development • KPI Governance

Data Management & Engineering

SQL • PL/SQL • ETL • Toad Data Point • Query Fabric • DBeaver • SQL Assistant • Data Architecture

Databases

Teradata • Oracle • SQL Server

Big Data & Cloud Technologies

Hadoop • MELD • MinIO

Enterprise Platforms

Salesforce • CSG • ICOMS • Microsoft 365 • Smartsheet

Emerging Technologies

Generative AI • Machine Learning • Predictive Analytics • AI-Enabled Decision Support

PROFESSIONAL EXPERIENCE

COMCAST | VP, DATA ANALYTICS & BUSINESS INTELLIGENCE, WEST DIVISION

Berlin, CT | March 2024 – December 2025

Provided executive leadership for Business Intelligence, Enterprise Analytics, Data Governance, Data Engineering, and AI-enabled decision support initiatives that advanced strategic planning, customer experience, operational excellence, and revenue growth across Comcast's West Division

- Served as trusted strategic advisor to C-suite executives, including Division CFOs, CMOs, and senior Business Intelligence leadership
- Led seven Senior Directors and multidisciplinary Business Intelligence, Data Analytics, Reporting, and Data Engineering teams delivering enterprise-wide analytics solutions
- Developed and executed analytics initiatives supporting strategic planning, revenue growth, customer experience, and operational excellence objectives
- Chaired the Data Governance Council and Data Strategy Board, establishing reporting standards, data quality frameworks, and analytics best practices
- Created a large-scale dependency and business continuity model that successfully guided the enterprise through a major operating model transformation
- Partnered with Finance, Marketing, Operations, Product, Technology, and Customer Experience leaders to deliver scalable analytics solutions aligned with enterprise objectives
- Established a Change Management Council to support organizational alignment, accountability, and successful workforce transition efforts
- Presented executive-level performance metrics, analytics findings, and strategic recommendations to senior leadership
- Accelerated enterprise adoption of Generative AI technologies and self-service analytics tools

Key Achievements

- Created accountability and alignment between divisional analytics organizations and corporate Business Intelligence teams through implementation of a comprehensive Dependency and RACI Model
- Led enterprise analytics transformation initiatives impacting more than 400 employees, including consolidation of 2,500 reports and decommissioning of 4,000 legacy data assets
- Implemented an enterprise ETL solution leveraging Workday and Data Foundry platforms, improving data accuracy and reducing annual overtime expenses by approximately \$100,000
- Modernized reporting governance processes, improving trust, consistency, and delivery speed across enterprise reporting environments
- Accelerated enterprise adoption of Generative AI and self-service analytics tools, expanding enterprise access to data-driven insights, reporting automation, and executive decision support capabilities

COMCAST | SENIOR FINANCE DIRECTOR, BUSINESS SUPPORT & ANALYTICS, NORTHEAST DIVISION

Berlin, CT | November 2022 – March 2024

Led an 11-member team of Business Analysts, Reporting Analysts, and Data Developers responsible for enterprise reporting, business intelligence, forecasting, and performance measurement

- Designed and governed reporting and analytics solutions supporting operational and financial performance management
- Served as primary liaison between Headquarters reporting teams, regional business units, and subscriber reporting organizations
- Oversaw KPI management, customer reporting, performance measurement, and publicly reported subscriber metrics
- Delivered customer analytics, forecasting, and strategic recommendations to improve business performance and budget attainment
- Partnered cross-functionally to identify opportunities and implement data-driven solutions improving customer experience and operational effectiveness
- Implemented an enterprise data solution supporting Comcast's BOT technology launch

Key Achievements

- Saved approximately \$10 million annually by identifying and resolving technical issues associated with the BOT technology rollout
- Eliminated duplicate credits affecting approximately 10,000 customer accounts through advanced analytics and stakeholder collaboration
- Developed a new subscriber profitability model that identified a \$4.3 million year-over-year revenue opportunity

COMCAST | SENIOR MANAGER, FINANCE – BUSINESS INTELLIGENCE

Berlin, CT | March 2016 – November 2022

Led a Business Intelligence team responsible for profitability analytics, customer insights, forecasting, dashboard development, and strategic decision support

- Developed customer profitability, pricing, retention, and product strategy analytics using SQL, Tableau, and enterprise data architecture
- Delivered executive reporting and performance measurement solutions supporting divisional financial and operational goals
- Identified customer behavior trends, operational performance opportunities, and customer experience improvement strategies
- Supported executive decision-making through predictive analytics, forecasting models, and customer analytics

Key Achievements

- Improved Tech Recovery Rate performance, generating approximately \$350,000 in monthly financial impact
 - Created the Business Intelligence portal to organize vital dashboards including customer segmentation and CX success measures
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COMCAST | MARKETING MANAGER / SENIOR MARKETING MANAGER / BUSINESS OPERATIONS MANAGER

Berlin, CT | August 2006 – March 2016

- Directed development of customer analytics, segmentation, reporting, and database solutions using SQL, Tableau, and Visual Basic
- Led A/B testing, customer segmentation, market analysis, and campaign performance measurement initiatives
- Managed sales channel analytics, compensation reporting, incentive analysis, NPS measurement, and customer feedback programs
- Developed forecasting models that improved annual subscriber budgeting and monthly forecasting accuracy
- Built Comcast Regional Revenue Assurance department, strengthening financial controls and protecting enterprise revenue integrity
- Managed operational performance for nine Xfinity retail locations across Western New England

Key Achievements

- Architected Revenue Assurance Cross Functional Partnership which included a concierge service approach to care for stakeholders
 - Recognized for normalizing competitor activity of 2014-2015 to successfully support the 2015-2016 budget cycles
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COMCAST | ESCALATED COMPLAINTS SPECIALIST / MARKETING ANALYST & COORDINATOR / CUSTOMER SERVICE REPRESENTATIVE

Berlin, CT | February 1995 – August 2006

- Exceeded performance standards established by regulatory agencies, consumer advocacy organizations, and internal quality measures
 - Developed custom marketing databases that reduced mailing expenses by 15%
 - Produced executive reporting covering revenue, expenses, churn, cash flow, subscriber growth, and performance metrics
 - Delivered exceptional customer support across sales, retention, repair, and billing functions for more than 500 customers weekly
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EDUCATION

Bachelor of Arts (B.A.), Psychology

Southern Connecticut State University | New Haven, Connecticut

PRESENTATIONS & SPEAKING ENGAGEMENTS

- Feed Your Career: Adaptability and Flexibility (2024)
 - Leaderfest: Decision Making Using Data (2024)
 - Skill Forward: Beyond the Blueprint – Decision Making Using Data (2024)
 - Comcast Labs Connect Innovation for Inclusion of Diversity & Accessibility Conference, Speaker (2021)
 - “How Business Intelligence Is Smart” – BENgeers Conference, Speaker (2021)
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AWARDS

Comcast Northeast Division Legends Award (2004)