

Sara Ketovuori

I am a senior strategy analyst at Barclays Payments, with a track record of turning ambiguous tasks and data sets into clear visualisations, commercial insights, and persuasive recommendations. I have a passion for building things – reports, pipelines, models, or simulations – and for spotting processes that can be improved.

EDUCATION

- 2021 – 2023 **MSc Analytics**, *Georgia Institute of Technology*.
Including Statistics, Simulation, Regression, Computing for Analytics; Achieved GPA of 3.6.
- 2017 – 2021 **MA International Business with Chinese**, *The University of Edinburgh*.
Including Analytics, Information Systems, Programming; Achieved 1st Class Honours.
Dissertation on *Consumer Perceptions on Data Privacy in Finland and China*.
- 2019 – 2020 **Study Abroad**, *Peking University*. Including Finance, Business Simulation, Accounting.
- 2013 – 2017 **International Baccalaureate Bilingual Diploma Program**, *Turku International School*.
Finnish, English, Economics, Business, Mathematics, & Physics; Achieved 40/45.

SELECTED PROFESSIONAL EXPERIENCE

June 2023 – Present **Senior Strategy Analyst (AVP)**, *Barclaycard Payments*

I lead the affordability strategy for our SME Issuing portfolio. This work has involved completely re-building our framework to improve efficiency and migrate it into a different tech stack. I collaborate with commercial, compliance, legal and risk to ensure our data pipeline complies with regulation whilst delivering optimal commercial outcomes. I also built ML-models and helped build and prioritise our DS-roadmap across commercial analytics.

January 2023 – May 2023 **Data Analyst** (graduate rotation), *Barclaycard Payments*.

I analysed PCLI campaign performance in the SME population and built recommendations and proposals for new campaigns, working hand in hand with commercial and credit risk stakeholders.

May 2022 – December 2022 **Account Executive** (graduate rotation), *Barclaycard Payments*.

I supported my team with data queries, built reports and visualisations for client meetings. I gathered requirements from and represented the sales function in wider data transformation working groups, and championed Excel best practice in Sales. I successfully process-mapped, designed and led a portfolio reshuffle for six directorates. I also worked with pricing models and created spend forecasts for strategic accounts.

August 2021 – May 2022 **Commercial Strategy Manager** (graduate rotation), *Barclaycard Payments*.

I produced insights on our commercial performance and market conditions, working in an ambiguous environment to tight deadlines. I translated findings to visualisations, business cases and actionable insights and presented these to senior leadership. I improved reporting, explored, and articulated the value proposition of our analytics capabilities to internal and external stakeholders. I also planned and facilitated cross-functional ESG workshops and Payments Trends discussions.

Additional professional experience outlined on my LinkedIn page.

RELEVANT SKILLS

- I have the **Six Sigma Yellow Belt**, **Minitab Quality Trainer** and **Agile PM** certifications.
- I know **GAMS**, **R**, **SQL**, **Python** (NumPy, SciPy, Pandas, Regex), **ARENA**, **HTML**, **CSS** and **SAS**.
- I have taken advanced courses in **Simulation**, **Regression**, **Optimisation**.
- I am proficient in **Finnish** and **English**. I have a limited proficiency in **Mandarin**, **Swedish** and **French**.