

Jonathan Gruber-Benaich

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[linkedin.com/in/jgruber-benaich](https://www.linkedin.com/in/jgruber-benaich)

Toronto, ON, Canada

PROFILE

Data and analytics leader with 8+ years of experience building scalable analytics infrastructure, KPI frameworks, and data governance solutions across e-commerce, retail, and digital product organizations. Expertise in SQL, Python, and BI platforms to drive operational efficiency, customer experience, and commercial performance. Proven track record leading cross-functional analytics initiatives, automating large-scale reporting systems, and translating complex data into executive-level business decisions.

TECHNICAL SKILLS

- **Languages:** SQL, Python, R
- **Cloud & Data Platforms:** Google Cloud Platform (BigQuery, Colab), SQL Server
- **BI & Visualization:** Data Studio, Looker, Power BI, Qlik, Tableau, MicroStrategy
- **Analytics & Data:** ETL Development, Data Modeling, KPI Development, Statistical Analysis, Experimentation, Predictive Analytics, Data Governance
- **Other Tools:** Excel, Google Sheets, Coda, Confluence, JIRA

EXPERIENCE

Loblaw Digital

Toronto, ON

Manager, Product Information Management

Dec 2024 - Present

- Lead enterprise product data governance strategy for a digital catalog exceeding 100K SKUs, improving data quality, consistency, and regulatory compliance across e-commerce platforms.
- Designed scalable analytics and ETL workflows using SQL and BigQuery to support merchandising, search optimization, and customer experience reporting.
- Established KPI frameworks and automated reporting infrastructure that improved operational visibility, reduced manual effort, and accelerated decision-making across cross-functional teams.
- Partner with Product, Engineering, Analytics, and business leadership to prioritize data initiatives and deliver insights driving digital conversion and operational efficiency improvements.
- Standardized metadata governance, documentation, and workflow processes to improve scalability, auditability, and cross-functional alignment.

Loblaw Digital

Toronto, ON

Senior Analyst, Product Information Management

Oct 2022- Dec 2024

- Queried and transformed large-scale customer, transaction, and product datasets in BigQuery to support pricing optimization, assortment strategy, and digital experience analytics.
- Developed automated BI dashboards and self-service reporting infrastructure using Power BI, Qlik, and MicroStrategy, enabling near real-time operational visibility for business stakeholders.
- Built scalable analytics workflows processing ~90M records daily to support product shoppability, merchandising, and operational reporting initiatives.

Mindshape Creative Brand Marketing

Oakville, ON

Senior Data Analyst

Sep 2018 – Oct 2022

- Developed and maintained relational databases and ETL data pipelines using SQL Server, MS Access, Excel, and WebFOCUS.
- Designed and delivered custom dashboards, client reporting solutions, and marketing performance analytics.
- Improved reporting automation, reducing manual processing time and operational costs while enhancing visualizations and accuracy.

EDUCATION

Post-Graduate Certificate *Data Analytics, Big Data, and Predictive Analytics*

Toronto Metropolitan University

Bachelor of Arts *Psychology*

McGill University

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SELECTED PROJECTS

Supplier Enrichment Scorecard

- Built automated supplier scorecard reporting system using BigQuery, Python, Google Sheets, and Looker Studio supporting 150+ supplier partners.
- Reduced quarterly reporting effort by 90% while improving enrichment score visibility across 20K+ products.

Product Shoppability Dashboard

- Developed BigQuery-powered dashboard processing ~90M daily records across merchandising and product datasets used by 50+ business stakeholders.
- Implemented advanced SQL optimization, partitioning, clustering, and scalable reporting workflows to improve usability and operational visibility.

Product Image Validation Workflow

- Built automated image validation and QA workflows using BigQuery, Python, and computer vision techniques to improve product image accuracy and consistency.
- Reduced hundreds of manual QA hours monthly through automated issue detection and reporting workflows.