Mikko Honkanen

```
        ⊂(e¨| ´e)⊃
         \ | λ | /
            ∞
```

Analyst

mikko.honkanen@8-bit-sheep.com

Helsinki, FI

linkedin.com/in/mikko-honkanen-81948663

I have a long history in web analytics and martech. I've been working in the field for 10 years mostly as a web analyst. I'm fanatic about building quality measurement plans and implementations that just work. It includes delivering state-of-the art implementation and well tested measurement as well as polishing the processes of how data is being collected. I have experience both as a consultant as well as a inhouse team member in large corporations. I consider myself as a full-stack analyst with focus on online service data. I have hands-on experience of digital development and both analysis and implementation experience from wide variety of tools and business domains including but not limited to: banking, energy, telecommunications, healthcare, online gaming and FMCG.

Work

8 Bit Sheep
January 2022 -

Freelamber - Analyst

Web & Mobile online service analytics to various clients.

HMK Analytics
January 2022 -

Founder - CEO

Founded a company for Freelancing and consulting. Main focus is on web and mobile application analytics. Helping customers and companies to collect the right data and finding the meaningful bits & insights of it.

Terveystalo
October 2019 - January 2022

Lead web analyst

Was in charge of the online measurement of Terveystalo's digital services. We took a giant leap on the field by switching from Matomo to Piwik PRO and started to collect data properly. I also had an great opportunity to substitute my superior for his one year study leave and acted as a Data & Analytics team lead for a year. That gave experience over all the substances (DW, Cloud, Data Science, BI -reporting). Also had the joy to recruit specialists to the team.

OP Financial Group

August 2017 - October 2019

Analyst

Worked as an analyst in the OP's Housing Services -tribe. I led the planning, implementation and daily business of all the online measurement on the housing services digital service.

Annalect Finland - Omnicom Media Group

June 2016 - July 2017

Analyst

Worked as an analyst for multiple customers in the digital analytics field.

RAY - Raha-automaattiyhdistys

January 2013 - May 2016

Web analyst

Worked as an analyst in the OP's Housing Services -tribe. I led the planning, implementation and daily business of all the online measurement on the housing services digital service.

Skills

Web Analytics	**Programming**	**Database Systems**	**MarTech**
Adobe Analytics	JavaScript	MySQL	Online pixel measurement
Google Analytics	Python	Big Query	Consent Management
Piwik PRO	HTML	Azure Synapse	
Tag Management	CSS		

Languages

Finnish	**English**	**Swedish**
Native	Professional	Limited working proficiency

Education

Laurea University of Applied Sciences

September 2010 - May 2014

Bachelor   Computer Science