

Taneli Salonen



Senior Analytics Engineer

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Taneli is a seasoned analytics expert and a former professional poker player. He has experience in doing analytics in a wide range within digital marketing & sales as well as product analytics. He's especially enthusiastic about full-funnel marketing measurement - covering the dots between the marketing channels, website and the CRM, and all the tools involved. The skills for this he has gained from having the experience from both digital marketing agency side as well as CRM and marketing automation consultancy side. Having started his analytics career with web analytics implementations, Taneli has gradually expanded his skillset into data visualization and BI tools, data integrations and cloud computing, and data modeling and warehousing. He has the ability to go deep into technical challenges without getting lost in the details. Taneli writes an analytics blog at tanalytics.com focusing on technical analytics solutions and is an active contributor to the digital analytics open source community.

Work

8-bit-sheep

December 2021 -

Senior Analytics Engineer, Entrepreneur

Analytics consultant involved in all areas of digital / product / sales analytics.

Fluidio - We bring customer data to life

April 2020 - December 2021

Senior Web Analytics Consultant

My role at Fluidio was a lot about making insights from data available and bringing different data sources together. Typical data sources included CRM, marketing automation, web analytics and advertising. In addition to the consulting work I was also actively involved with sales and in developing our analytics services.

Nordic Morning

March 2018 - April 2020

Data Scientist (Digital Analytics)

During my time at Nordic Morning (& Klikki) I grew from a complete rookie into a skillful analytics expert. In addition to the technical skills, I also learned a lot in other areas like business consulting and project management.

Nordic Morning

July 2017 - March 2018

Data & Insights Analyst

My responsibilities as a Data & Insights Analyst included doing web site and marketing analysis, also combining web data with other data sources, as well as consulting for client companies. I built and developed different kinds of tracking setups for analytics (Google Analytics) and martech platforms using Google Tag Manager as well as designed, built and analyzed conversion optimization tests using JavaScript, HTML and CSS with tools like Google Optimize and Visual Website Optimizer.

Nordic Morning

March 2017 - July 2017

Data & Insights Trainee

I started at Klikki (later Nordic Morning) as a trainee. My responsibilities included analytics setup implementations and improvement projects for clients as well as web site analysis using Google Analytics and Tag Manager. I also built and reported A/B tests using JavaScript, HTML and CSS and tools like Google Optimize.

In addition to my work at Klikki I took part in a training program that covered topics mostly related to analytics and big data. This included for example GDPR and hands-on training with Business Intelligence tools and big data cloud computing services.

Self-Employed

December 2009 - December 2016

Professional Poker Player

I specialized in texas no limit heads-up cash games online, mostly in the mid-high stakes range (\$2-\$4 to \$10-\$20, occasional \$25-\$50). Success in the games has brought me some financial freedom and will help me for the rest of my life. Collecting and analyzing data from my past games and running various simulations also prepared me for my future career in data analytics.

Aside from my real "bread and butter" games, that happened online, I also occasionally participated to live poker tournaments around the world, including events like the World Series of Poker and the European Poker Tour.

Skills

Google Cloud Platform

BigQuery
Dataform
Cloud Functions
Workflows
Load Balancing
App Engine
Cloud Run
Storage
Pub/Sub
Firestore

Data Visualisation & BI

Looker Studio
Power BI
Salesforce CRM Analytics

Web Analytics

Google Analytics
Google Tag Manager
Google Server-side Tag Manager

Salesforce

Sales Cloud
Marketing Cloud
Pardot

Terraform

Google provider

App Analytics

Firebase

Server-side Tagging

Node JS

JavaScript

Python

Conversion Optimization

SQL

HTML & CSS

SEO

Languages

English

Full Professional

Finnish

Native Speaker

Education

Turku School of Economics at the University of Turku

December 2008 - December 2016

Master of Business Administration (M.B.A.) Information Systems Science