

Cameron Hare

Data Analytics and Insights Professional

 Email

 LinkedIn

 647-914-7985

 Guelph, ON

What I'm Good At

Hard Skills

Data analytics

Data visualization

Database & programming languages

Data tracking & telemetry design

Research methods

Soft Skills

Empathy

Building connections

Self-awareness

Stakeholder relations

People management & team leadership

Sense of humour

Tech Stack

Databricks	★★★
SQL	★★★★★
Python/PySpark	★★★★★
Git	★★★
Tableau	★★★★
PowerBI	★★★★
Microsoft Excel	★★★★★

Hi! I am a data and insights professional with 12+ years of job experience, ranging from the public sector to fast food to video games. My strengths are in transforming raw numbers into actionable insights to help facilitate data-driven decision making. I have recently transitioned from a people leadership role into a direct contributor role where my passion and expertise lie, but I've gained valuable skills and perspective in management that I think can benefit your team. I'm excited to take on a new challenge with you!



Work Experience

✓ Tasks ◉ Results



Ubisoft Toronto

7+ Years



Senior Game Data Analyst

Aug 2025 - Present

- ✓ Manage and support the data and analytics pipeline for multiple in-development and live game titles
- ✓ Full-stack development of business and game production needs, from data engineering to data visualization and analyses
- ✓ Support junior analysts with mentoring and coaching
- ◉ Built a staffing dashboard connecting headcount data with Windows security data to ensure new hires had access to the right materials in a timely manner
- ◉ Worked with the game engine team to deliver automated reports on build file counts and sizes to diagnose and improve potential issues with the process
- ◉ Collaborated with in-development game teams to deliver dashboards and analyses on extensive topics to help understand player behaviour and balance gameplay



Game Analytics & User Research Team Lead

Oct 2021 - Aug 2025

- ✓ Led a team of data analysts, BI developers, data scientists, and user researchers to perform analyses and research studies on in-development and released game titles
- ✓ Collaborated with production teams to establish deliverables and roadmaps
- ✓ Conduct 1:1 meetings and annual performance reviews with team members
- ✓ Explored additional opportunities in the studio for other analytics and research collaboration and support (QC, audio, marketing, etc.)
- ◉ Successfully executed the data pipeline and analytics post-launch roadmap for Far Cry 6
- ◉ Lobbied for and created the first Data Scientist position at the Toronto studio
- ◉ Met with studio leadership to embed analytics on production teams, ensuring early adoption of analytics in the game cycle
- ◉ Recruited, moderated, executed, and analyzed data for 50+ studies across 10+ game productions



Game Intelligence Analyst

Jul 2018 - Oct 2021

- ✓ Collaborated with feature designers to understand what data and information they needed to make decisions about their implementations
- ✓ Designed and implemented gameplay tracking & telemetry to capture essential gameplay behaviour from players
- ✓ Built and validated the data pipeline to ensure data accuracy
- ✓ Performed complex data queries to aggregate relevant gameplay data
- ✓ Constructed custom dashboards and visualizations to present to stakeholders
- ◉ Built 20+ Tableau dashboards across 3 game projects utilizing both pre- and post-launch data to facilitate decision making
- ◉ Helped develop the pre- and post-launch data pipeline for multiple game projects using SQL, Python, and Airflow
- ◉ Supported the User Research team during playtests with ad hoc data analyses to support findings and reports

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 Guelph, ON

Education

Masters | Spatial Analysis
Ryerson University

**Bachelor of Arts |
Geographic Analysis
(Honours)**
Ryerson University

Languages

English (Native) 
French (Student) 

When Work Ends

Avid runner
Sports enthusiast
Video game player
Dog lover



Work Experience (cont.)

Tasks Results

McDonald's Canada

2+ Years

Spatial Research Consultant

Apr 2016 – Jul 2018

- ✓ Worked with the retail team to create sales forecasts for potential new restaurant locations using demographics, drive times, comparable restaurants, and more
- ✓ Collected and analyzed sales data for various core and promotional menu items and restaurant initiatives
- ✓ Used Alteryx to automate previously manual workflows, resulting in significant data processing time saved
- ⌚ Helped to assess the feasibility of 10+ new restaurant locations
- ⌚ Built a tool to help restaurants create and track progress against targets for the McCafé brand
- ⌚ Automated a pivotal tool to help restaurant owners understand their sales performance against the rest of the market for the annual owner's conference

Conservation Ontario

2+ Years

GIS Web Development Specialist

Sep 2013 – Apr 2016

- ✓ Worked on the Ontario Partner Environmental Network (OPEN) Portal, a web-based GIS with various environmental datasets made available to conservation authorities, municipalities, and public health units
- ✓ Developed and maintained the product, implementing software/version updates, managing user access, and adding new datasets where available
- ✓ Acted as an ambassador for the product to grow the user base and validate the viability of the project
- ⌚ Secured funding for the project three separate times, including a long-term contract just before my departure
- ⌚ Travelled to 40+ conservation authorities, municipalities, and public health units to promote and present the OPEN Portal, and grew the user base by 400%
- ⌚ Created a script and interface in Python to automatically pull data on the usage of the website, allowing for easy analysis of traffic and dataset popularity

————— References available upon request ————