Nigel Snow

Business analyst connecting financial analysis,
customer insights, and operations to business decisions.

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Relevant Experience

Churchill Downs Incorporated

Rotational Business Analyst | Jun 2025 - Present

CDI Immerse Program: two-year business leadership program with four six-month rotations across key business functions.

Investor Relations & FP&A Analyst

Jul 2026 - Present

- Prepare executive earnings summaries covering analyst estimates, valuation assumptions, price targets, and differentiated commentary.
- Manage year-end budget preparation for assigned corporate departments and support forecasting through SAP Analytics Cloud.
- Analyze state gaming revenue and property performance to assess competition and identify market and property-specific trends.
- Research institutional investors and shareholder ownership to support investor targeting, conferences, and meeting preparation.

Ticketing Ops & Finance Analyst

Churchill Downs Racetrack | Jan 2026 - Jun 2026

- Owned operational reporting and ticket inventory management; analyzed sales, pricing, wagering, and guest experience data.
- Built custom Archtics and Excel shuttle reporting workflows that ensured zero missed shuttle guests during Derby weekend.
- Supported SAP S/4HANA mapping, Ariba Category Managers, hundreds of invoices, and month-end close activities.

Loyalty & Retention Analyst

TwinSpires | Jun 2025 - Dec 2025

- Analyzed promotions, reactivation, customer activity, and post-Derby engagement opportunities for the Marketing team.
- Built dozens of reports evaluating promotional effectiveness, partnership performance, and customer behavior.
- Evaluated handle, win rate, and ROI trends to identify retention opportunities and improve visibility into player performance.

Digital Marketing & Analytics Intern

Churchill Downs Racetrack | Jun 2024 - Aug 2024

- Presented a 37-slide customer satisfaction analysis to the VP of Marketing to inform marketing strategy and audience targeting.
- Led the customer survey initiative, collecting approximately 300 responses in six days and analyzing audience engagement.

Finance & Accounting Intern

Yum! Brands | May 2023 - Dec 2023

- Reconciled international tax returns across multiple legal entities and streamlined reconciliation workflows for bank ETF disbursements.

Skills

Business & Financial Analysis

Financial analysis, budgeting, pricing and revenue analysis, attendance forecasting

Tools & Platforms

Excel (Advanced), Power BI, SAP Analytics Cloud, SAP S/4HANA, Ariba, Archtics

Customer Analytics

Guest experience and surveys, loyalty and retention, promotional ROI, handle and win rate

Selected Projects

Russell 1000 TSR Analysis

Built analysis across three award windows, comparing GICS sector and industry group medians with CHDN for CFO reporting.

Four-Year Sales Analysis

Consolidated cross-event sales data for leadership to support pricing strategy; developed race-day rankings and survey insights.

Education

University of Kentucky

BBA, Marketing & Management
Sales Certificate
Graduated May 2025

Leadership & Recognition

Alpha Phi Alpha Fraternity

Vice President, Treasurer & Social Media Coordinator
Apr 2024 - May 2025

Ed Brown Society

Alumni | Jan 2024 - Present

2026 TIEA Newcomer Award

Finalist, Thoroughbred Industry Employee Awards