DATA ANALYTICS MANAGER

Data Analytics Manager

📞 963 555-3876   @ name@example.com   🔗 LinkedIn/Portfolio

EXPERIENCE

Senior Data Analyst

Roblox   📅 2021 - Present   📍 San Francisco CA

- Developed and implemented advanced predictive models using machine learning algorithms, leading to a 30% reduction in user churn rate and a 15% increase in player lifetime value.
- Analyzed in-game economy data to identify monetization opportunities, contributing to a 20% increase in virtual currency sales and a 10% improvement in average revenue per user.
- Created interactive dashboards and reports using data visualization tools such as Tableau and Python, enabling stakeholders to monitor and analyze key metrics in real-time.
- Utilized SQL and Python for data extraction, transformation, and analysis, reducing data processing time by 40% and improving data accuracy by 25%.
- Conducted A/B tests on game features and virtual items, resulting in a 15% uplift in user engagement and a 10% improvement in player satisfaction scores.
- Collaborated with marketing teams to analyze campaign performance and optimize user acquisition strategies, achieving a 20% increase in conversion rates and a 15% improvement in marketing ROI.

Data Analyst

Patreon   📅 2018 - 2021   📍 San Francisco CA

- Analyzed data from Patreon's platform to identify trends and opportunities
- Developed reports and dashboards to communicate findings to stakeholders
- Collaborated with product and engineering teams to improve the platform
  Accomplishments：
- Identified a trend of increasing creator engagement with the platform, leading to a 15% increase in creator earnings
- Developed a dashboard that helped Patreon identify areas for improvement in its customer support, leading to a 20% reduction in customer support tickets
- Collaborated with the engineering team to implement a new feature that improved the platform's data accuracy, leading to a 95% reduction in data errors

Junior Data Analyst

LinkedIn   📅 2015 - 2018   📍 San Francisco CA

- Conducted data analysis and reporting for a user base of over 750 million members, extracting insights to drive business growth and inform product development decisions.
- Assisted in the development and maintenance of 30+ automated reports and dashboards using SQL, Python, and Excel, improving data accessibility and streamlining reporting processes.
- Collaborated with senior analysts to perform in-depth customer segmentation analysis, resulting in a 10% increase in personalized marketing campaigns and improvement in customer engagement.
- Conducted A/B tests on website features and analyzed results, leading to a 20% increase in conversion rates and a 25% decrease in bounce rates.

SUMMARY

Senior Data Analyst with 8+ years of experience in the technology industry. Proven track record of delivering high-quality, data-driven insights that drive business growth. Expertise in data analysis, data visualization, reporting, and machine learning. Strong skills in SQL, Python, and Tableau.
Results-oriented and motivated professional with a passion for data science.

SKILLS

Angular   angular js   angular.js

CICS   cis   Cisco   CSS

Debugging   Disaster Recovery

EXCEL   html5   Javascript

JQuery   Linux   Microsoft Excel

MySQL   Powershell

Relational Databases   SAS

Shell Script   SQL   SQL Server

Visual Studio

EDUCATION

Bachelor's in Management Information Systems

University of Chicago

📅 2011 - 2015