

# DATA ANALYTICS MANAGER

## Data Analytics Manager

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### 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.

### Experience

#### Roblox

San Francisco CA

##### Senior Data Analyst

2021 - Present

- 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.

#### Patreon

San Francisco CA

##### Data Analyst

2018 - 2021

- 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

#### LinkedIn

San Francisco CA

##### Junior Data Analyst

2015 - 2018

- 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.

### Skills

Angular • angular.js • angularJS • 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

#### University of Chicago

Bachelor's in Management Information Systems

2011 - 2015