

LEAD DATA ANALYST

Senior Data Analyst

✉ Email 🔗 linkedin.com 📍 Los Angeles, California

SUMMARY

Experienced Lead Data Analyst with 10 years of expertise in analyzing complex data sets, driving data-driven strategies, and leading teams. Skilled in statistical analysis, data visualization, and programming languages. Proven track record of optimizing operations, increasing revenue, and improving decision-making. Strong leadership and communication skills. Committed to staying updated with emerging technologies and industry trends.

EXPERIENCE

Senior Data Analyst

2015 - Present

YouTube

Los Angeles, CA

- Analyzed user engagement data to identify content preferences and trends, resulting in a 30% increase in average watch time and a 20% improvement in user retention.
- Developed and implemented sophisticated machine learning models to improve video recommendations, leading to a 25% increase in click-through rates and a 15% uplift in ad revenue.
- Conducted in-depth analysis of advertising data, optimizing targeting strategies and ad placements, resulting in a 15% increase in ad conversion rates and a 10% improvement in advertiser satisfaction.
- 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 rigorous A/B tests on new features and user interface designs, resulting in a 20% uplift in user engagement and improvement in user satisfaction scores.

Data Analyst

2010 - 2015

Nextdoor

Los Angeles, CA

- Developed and implemented data-driven solutions to improve user engagement and retention.
 - Led a team of data analysts in the development of a new user onboarding program that resulted in a 20% increase in new user retention.
 - Created a data visualization dashboard that helped the marketing team identify and target high-potential users.
- Key Accomplishments**
- Increased new user retention by 20% through the development of a new user onboarding program.
 - Identified and targeted high-potential users through the creation of a data visualization dashboard.
 - Improved the accuracy of user segmentation by 15% through the development of a new machine learning algorithm.

STRENGTHS

✍ Leadership

Led data analysis projects that saved company over \$2M annually.

☆ Problem Solving

Identified hidden trends and strategies, enhancing business performance.

SKILLS

SQL • Statistical Programming •
Data Visualization •
Project Management •
Team Leadership •
Process Optimization •
Data Management •
Functional Reporting

EDUCATION

M.S. in Data Science

University of Cambridge

2005 - 2007 Stanford, CA

B.S. in Computer Science

University of Chicago

2001 - 2005 Los Angeles, CA