

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

YouTube

2015 - Present 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

Nextdoor

2010 - 2015 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

2008 - 2010 Stanford, CA

B.S. in Computer Science

University of Chicago

2004 - 2008 Los Angeles, CA