

# 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

- 2015 - Present

Los Angeles, CA

Senior Data Analyst

YouTube

  - 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.
- 2010 - 2015

Los Angeles, CA

Data Analyst

Nextdoor

  - 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

- 2008 - 2010

Stanford, CA

M.S. in Data Science

University of Cambridge
- 2004 - 2008

Los Angeles, CA

B.S. in Computer Science

University of Chicago