

# 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

#### YouTube

Los Angeles, CA

#### Senior Data Analyst

2015 - Present

- 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.

#### Nextdoor

Los Angeles, CA

#### Data Analyst

2010 - 2015

- 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

#### University of Cambridge

M.S. in Data Science

Stanford, CA

2008 - 2010

#### University of Chicago

B.S. in Computer Science

Los Angeles, CA

2004 - 2008