

SENIOR DATA ANALYST

Data analyst with 12 years' experience building reporting systems and churn analytics for B2B software and digital marketing companies.

EXPERIENCE

Northgate Technologies | Boston, MA

2015 – 2025

Northgate Technologies is a B2B logistics software company. With 220 staff across 3 offices, Northgate serves 400+ mid-market shippers and generates approximately \$45M in annual recurring revenue.

Senior Data Analyst | August 2017 – March 2025

Promoted to Senior Data Analyst, the sole analyst supporting 40 staff across sales, marketing, and customer success. Owned all company reporting, metric definitions, and churn analysis.

- Rebuilt the core reporting suite in Tableau, replacing 14 manual Excel reports and reducing weekly report production from 20 hours to under 3.
- Designed a churn model flagging at-risk accounts 60 days out, contributing to a 12% drop in annual churn worth approximately \$2.4M in retained revenue.
- Migrated reporting from Access to Snowflake, cutting average query time from 4 minutes to under 20 seconds and opening self-service access for sales and marketing.
- Established the company's first metric dictionary, ending recurring disputes over conflicting revenue figures between sales and finance.
- Mentored 3 junior analysts, 2 of whom were promoted to Analyst II.

Data Analyst | June 2015 – August 2017

Hired to support reporting for the sales and marketing teams. Built and maintained weekly and monthly reports and handled one-off analysis requests.

- Automated the monthly executive report, eliminating approximately 15 hours of manual work per month
- Built the sales team's first pipeline dashboard, adopted by all 12 reps within one quarter.

Bayside Marketing Group | Cambridge, MA

2013 – 2015

Junior Analyst | September 2013 – May 2015

Supported campaign reporting and data quality assurance for 20+ accounts at a mid-size digital marketing agency serving approximately 60 retail and consumer brands.

- Identified and corrected a data integrity issue affecting 30% of client campaign reports, then designed the QA process that prevented recurrence.
- Cut monthly client reporting turnaround from 5 days to 2 by building reusable campaign report templates.

EDUCATION

B.S. Economics, Minor in Statistics, Boston University | Boston, MA

SKILLS

Languages & Querying: SQL (window functions, query optimization), Python (pandas, numpy), Git

Data Platforms: Snowflake, dbt, Microsoft SQL Server

Visualization & Reporting: Tableau, Excel (Power Query, pivot models)

Methods: Churn and retention modeling, cohort analysis, A/B test analysis, data QA and validation