

Elena Rivera

Data Analyst

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PROFESSIONAL SUMMARY

Data Analyst with 5 years turning product, lifecycle, and commercial data into reporting systems and decision-ready insights. Strong in SQL, Python, experimentation analysis, and dashboard design with a track record of improving reporting speed, budget allocation, and retention actions.

EXPERIENCE

Data Analyst

02/2022 - Present, Remote

GrowthWorks

- Built self-serve Tableau and Looker dashboards that eliminated 12 hours of weekly manual reporting for marketing and lifecycle teams
- Created attribution and spend-efficiency analysis that helped reallocate budget and increase qualified pipeline by 14%
- Standardized A/B test readouts with confidence, segment, and lift reporting so stakeholders could ship decisions faster and with fewer ad hoc requests

Business Analyst

06/2019 - 01/2022, Sacramento, CA

NorthPeak Retail

- Developed inventory and replenishment reporting that reduced stockout rates by 11% across priority product lines
- Partnered with merchandising on pricing analysis that improved gross margin by 2.3 points without reducing unit volume
- Cleaned and modeled data from 5 source systems using SQL and dbt, improving report consistency and stakeholder trust in weekly operating reviews

EDUCATION

B.S. in Statistics

05/2019

University of California, Davis

- Coursework: Statistical Modeling, Data Visualization, Experimental Design

SKILLS

SQL, Python, Tableau, Power BI, dbt, A/B Testing, Looker, GA4, Excel, data modeling, dashboard design, forecasting, cohort analysis, stakeholder reporting.

CERTIFICATIONS

- Google Advanced Data Analytics Certificate, 2025
- Dbt Fundamentals, 2024

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