ALEXANDER BENNETT
DATA ANALYTICS & BUSINESS INTELLIGENCE

CONTACT

xanderwbennett@gmail.com

(801) 707-2901

Personal Website

Linkedin

Github

PROFILE

Lead data analyst with experience in creating actionable product analytics. Specific expertise in business metrics optimization / implementation

EDUCATION

AWS
Certified Cloud Practitioner

Bloomtech
Certified Data Scientist

University of Utah
B.S. in Finance

TECHNICAL SKILLS

- **Programming Skills:** Python, SQL, Elixir, Phoenix Liveview
- **Business Intelligence:** Looker, Snowflake, dbt, Lightdash, Tableau, Mixpanel, Heap, GCP, AWS
- **Statistics:** Probability, Distribution, Hypothesis Testing
- **Machine Learning:** Regressions, Decision trees, Jupyterlab

EXPERIENCE

Oct 2020 – Nov 2024
Senior Data Analyst | Addepar

- Collaborate with R&D and Product teams to **plan and visualize their product roadmap by building Looker environments with SQL and LOOKML using data tables from Snowflake**
- Evangelize Looker across all business units to help leadership plan and execute on realistic target milestones.
- Integrate user data from Heap through Addepar's data warehouse to a**dd critical user data to Looker for mass consumption**
- Spearheaded migration of periscope dashboards for data operations teams, ultimately uncovering SQL errors that **gained $800,000 in revenue**
- Analyzed financial data pipeline, uncovering custodial data errors using **Python, SQL, Linux command line, and querying a MongoDB**
- Verified daily data transmission for client firms totaling over **$1 trillion in assets under management**

Jan 2024 – Aug 2024
Lead Data Analyst | Dorsia

- Migrate existing analytics models from **GCP ➔ AWS Redshift**
- **Built semantic layer models in dbt to power BI tooling migration**
- Reduced analytics request SLA by **90%**
- **Managed a global analytics team** encompassing maintenance and optimization of existing analytics artifacts for internal stakeholders and insights delivery to partner teams
- Insights delivered influenced **10% increase in app engagement** from power users and **14% increase in monthly recurring GMV**

Jan 2022 – Dec 2023
Founder, Lead Data Scientist | Websmith

- Built a logistic regression machine learning pipeline for client retail sales numbers, **achieving overall accuracy of 96% and F1 score of 98%**
- At peak had **12 clients**
- **Increased site traffic to client website by 612%** over 6 months
- **Drove 14% increase** in client site conversion rates
- **Increased MRR** by an average of **$2,000 per client**