

Maria Lopez

Data Analyst

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PROFILE

Data analyst with 4 years turning messy sales and product data into decisions. Built the dashboard suite leadership uses weekly and found a pricing leak worth \$240k a year.

SKILLS

SQL

Python (pandas)

Tableau

Power BI

Excel

A/B testing

dbt

Stakeholder reporting

EXPERIENCE

Data Analyst

2022 — Present

BrightCart

- Found a discount-stacking leak in checkout data worth \$240k/year; fix shipped within 2 weeks.
- Built 14 Tableau dashboards replacing 30 manual weekly spreadsheets, saving the team ~10 hours a week.
- Designed and analysed 20+ A/B tests; the winning onboarding flow lifted activation by 7%.
- Modelled churn drivers with logistic regression; the retention campaign it informed cut churn by 1.5 points.
- Cleaned and documented 60 dbt models so other teams could self-serve.

Junior Analyst

2020 — 2022

NorthBank

- Churn model, retention campaign

EDUCATION

BSc Economics