MICHAEL LINDSAY
Data Analyst

(510) 402-8620
Portland, OR
https://MDLindsay.com
michaeldeanlindsay@gmail.com
github.com/MDeanLindsay
linkedin.com/in/michaeldeanlindsay

Summary

Data analyst with 4 years of experience in business intelligence, data engineering, and statistical analysis in the e-commerce space. Skilled in leveraging Power BI to craft dynamic, data-driven dashboards that enable real-time decision-making for key stakeholders. Experienced in the architectural design and maintenance of Dagster pipelines, employing best practices in ETL processes and data normalization. Proven ability in communicating complex analytics to non-technical audiences for practical business application.

Skill Sets

- A/B Testing
- Process Automation
- Data Governance
- Report Building
- Demand Forecasting
- Web Scraping
- NLP Analysis
- Web Dev

Work Experience

Data Analyst
Crafts Group LLC | Vancouver, WA | April 2021 - Current

- Collaborated daily with marketing and operations teams to analyze data, set objectives, and generate forecasts.
- Built out data and reporting infrastructure using Dagster and PowerBI from scratch.
- Developed and maintain over 80 Power BI reports that are used organization wide.
- Implemented Google Analytics 4 on multiple websites, designed custom Tag Manager events, and orchestrated BigQuery ETLs.
- Optimized direct mailing of 2M catalogs a year, boosting profit per mailing and saving $200K annually.
- Executed an industry-wide survey, analyzed and presented findings on market share and consumer insights.
- Automated Python-based validation of affiliate marketing commissions, yielding $42K in annual savings.
- Developed web app to standardize UTM coding and A/B testing for marketing.

Reporting Coordinator
CorVel Corporation | Portland, OR | May 2019 - April 2020

- Ran stewardship reporting for entire book of business serving 126 account managers in workers compensation.
- Collaborated with members across departments daily to reconcile differences in reporting practices.
- Overhauled CorVel's enterprise reporting to create a more strategic perspective on reducing an account's total cost of risk.
- Contributed to a comprehensive wiki that explained how reporting metrics were derived to non-technical stakeholders.
- Identified issues in .NET application that reduced stored procedure runtime upwards of 15%.
- Developed custom VBA macros to automate repetitive manual entry for stewardships that reduced project turnarounds.

Education

Bachelor of Science, Economics
University of Oregon | 2018