

Kevin Tran

Data Analyst, Product and Revenue Analytics

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PROFESSIONAL SUMMARY

Data analyst with 5 years in e-commerce and fintech analytics. Built the retention model behind a win-back program worth \$2.4M a year and replaced 20+ manual reports with self-serve Looker dashboards. Strong in SQL, Python and experiment analysis.

TECHNICAL SKILLS

Languages: SQL, Python (pandas, scikit-learn), R

Frameworks:

Cloud & DevOps:

Data: Looker, Tableau, dbt, Snowflake, BigQuery, Excel

Practices: A/B testing, Regression, Cohort analysis, Forecasting, Data modeling

PROFESSIONAL EXPERIENCE

Data Analyst II

Feb 2023 – Present

Peachtree Pay | Atlanta, GA

- Built a churn-risk model in Python (logistic regression) that targets a win-back campaign now recovering \$2.4M a year.
- Rebuilt revenue reporting in dbt and Looker, replacing 20+ spreadsheet reports and cutting month-end close by 2 days.
- Analyzed 40+ A/B tests a year with product teams, including the checkout change that lifted conversion 6%.
- Wrote the team's SQL style guide and review checklist, adopted by 9 analysts.

Data Analyst

Aug 2020 – Jan 2023

Magnolia Home Goods | Remote

- Segmented 1.2M customers by purchase behavior in SQL, informing an email strategy that raised repeat orders 14%.
- Built Tableau dashboards for inventory and marketing used daily by 35 people across 4 teams.
- Found a tracking bug that double-counted mobile orders, correcting a 9% overstatement in reported revenue.
- Built a Python demand forecast for the top 300 products, cutting peak-season stockouts 18%.

Reporting Analyst

Jun 2019 – Jul 2020

Southern State Credit Union | Athens, GA

- Automated 12 weekly branch reports with SQL and Excel Power Query, saving 10 hours of manual work a week.
- Produced the quarterly loan performance pack for the board.
- Removed 8,000 duplicate member records in SQL before a CRM migration.
- Answered 15+ ad hoc data requests a month from branch and lending managers.

EDUCATION

B.S. Statistics

2015 – 2019

University of Georgia — Atlanta, GA

CERTIFICATIONS

- Google Data Analytics Professional Certificate