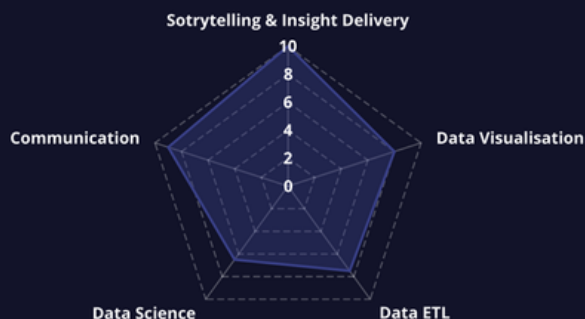# DYLAN BRANÇON

DATA ANALYST

PROFILE

From a scientific background, I learned how to use method and rigor to build analytical frameworks in order to add value to data ressources. My goal is to turn data into relevant actionable insights so to help others take informed decisions

SKILLS

LANGUAGES

English : Fluent
Chinese : HSK3

HOBBIES

Video Games & Game Dev (Unity)
Woodworking
3D Printing

CONTACT

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Mobile : +33 7 69 26 28 63
LinkedIn : https://www.linkedin.com/in/dylan-bran%C3%A7on-554579a9/

💼 WORK EXPERIENCE

Senior Data Analyst

Original Games February 2025 - Today

- Support the Marketing and User Acquisition (UA) teams by delivering performance insights, optimizing campaigns, and helping guide strategic decisions.
- Analyze player behavior and design A/B tests to improve gameplay, retention, and monetization, turning data into actionable insights to enhance the overall player experience

Data Analyst

Contentsquare July 2023 - February 2025

- Lead analyst on sustainability projects evolving in a modern data stack (git / dbt / snowflake), designing data pipelines for procurement, people and finance teams

Data Analyst

Gameloft July 2021 - June 2023

- Produce insights, viz and dashboards to marketing and game teams, across Gameloft portfolio
- Develop our analytical framework : A/BTest design, UA Performance and Game performance KPIs
- Deal with partners (Snowflake, Looker, Singular, Google) in order to build a strong analytics stack
- Work with Data Scientist to build predictive models
- Perform Data QA to ensure data reliability

Data Consultant

NielsenIQ - September 2017 - July 2021

- Data mining so to provide insights and answer clients briefs with clear recommendations
- Build dashboard and visualization
- Train client teams on our stack of data tools

💡 EDUCATION

Paris-Saclay University

Master | September 2017 - June 2018
Innovation Marketing

AgroParisTech

Life Science Engineering | September 2014 - June 2018

Agronomy
Statistical Analysis
Introduction to Data Science
FMCG Marketing