

Derek Shirley

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Summary

Hands-on data & analytics leader with 8+ years building 0 to 1 analytics functions, scaling data platforms, and partnering with C-suite to drive growth and efficiency. Deep technical fluency (SQL, Python, Power BI, Databricks) paired with executive communication and team leadership. Proven record establishing data strategy & governance, unifying disparate sources into actionable insight, and mentoring high-performing teams.

Core Competencies

Enterprise Data Strategy • Data Governance • Roadmapping & Prioritization • Stakeholder Management (C-suite / VP) • Team Building & Mentorship • Marketing & Growth Analytics • Forecasting & Experimentation • KPI Design & Executive Dashboards • Data Architecture & Pipelines (ETL/ELT) • Cloud Data Warehousing • ROI & Cost Optimization

Leadership Highlights

- Built the first analytics function at American Diamond Logistics and scaled capabilities as the company grew from 15 to 40+ employees; analytics contributions aligned with 26% annual revenue growth.
- As Marketing Analytics Lead at Dave & Buster's, architected a new Databricks marketing data ecosystem consolidating 5+ sources and cut manual reporting hours by ~35%, powering self-serve executive dashboards.
- At GameStop, delivered a 93% success rate in a nationwide stock rebalance program, pairing advanced SQL/BigQuery analysis with SAP execution to optimize inventory flow and shelf availability.
- Led, mentored, and influenced teams of 15+ (Park West Galleries) and onboarded analysts with custom tooling, raising team productivity and speed to insight.

Experience

Dave & Buster's Entertainment Inc.

August 2024 – Present

Senior Data Analyst (Marketing Analytics Lead)

Grapevine, TX

- Own end-to-end marketing analytics strategy with C-suite partners; translate data into recommendations that improve media efficiency, loyalty, and CRM performance.
- Architected Databricks marketing environment unifying 5+ disparate data sources as the marketing single source of truth; reduced manual reporting by ~35% and standardized KPI definitions.
- Built self-service reporting in Power BI (plus Excel & Adobe Analytics) to illuminate web traffic & funnel behavior, supporting conversion rate optimization.
- Lead DMA-level performance analysis (public datasets + first-party transactions) to refine acquisition/retention strategies and budget allocation.

GameStop Corp.

May 2023 – August 2024

Senior Data Analyst, Supply Chain

Grapevine, TX

- Drove 93% success in a nationwide stock rebalance program by combining SAP execution with data validation strategy and advanced SQL in BigQuery.
- Developed Python demand-forecasting models that improved warehouse utilization and new-release distribution.
- Automated Alteryx pipelines feeding executive Power BI dashboards, saving ~20 hours/week and creating the first unified supply-chain + sales view.
- Performed terabyte-scale analysis to inform optimizations across marketing, sales, and operations.

Glitch Breakers

January 2023 – May 2023

Founder / Lead Data Analyst

Northlake, TX

- Delivered end-to-end digital/data solutions for small businesses: product scoping, full-stack builds, and analytics strategy.
- Implemented e-commerce data foundations (customer models, dynamic pricing, sales reporting) using Python and SQL.

American Diamond Logistics

June 2020 - January 2023

Senior Data Analyst (Founding Analyst & Department Lead)

Roanoke, TX

- Established the company's first analytics department; scaled data strategy and tooling as headcount grew from 15 to 40+; analytics work supported 26% annual revenue growth.
- Built a Python pipeline integrating HubSpot with a mobile-first quoting tool for sales, accelerating response time and improving win rates.
- Led complex enterprise bid pricing (e.g., 4,000+ lanes) by synthesizing industry datasets (DAT) with Python/SQL.
- Hired, onboarded, and mentored analysts; created scripts and Excel/Google Sheets add-ins to boost team throughput.

Park West Galleries

January 2017 - January 2020

Sales Analyst

Miami, FL

- Led and mentored a high-performance team of 15+; regularly exceeded revenue targets, including \$300K+ in 14-day periods.
- Built pricing strategies for art collections valued at \$3M+; used SQL, Python, and Excel to inform sales planning and margin protection.

Projects

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Ongoing

- Built a full-stack React portfolio showcasing data engineering/analytics projects.
- Implemented a documented Python ETL pipeline to clean and model public datasets (e.g., Kaggle) for analysis.
- Deployed interactive dashboards (web + Power BI) demonstrating end-to-end ownership from ingestion to insight.

Skills

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Ongoing

- Leadership & Strategy: Org Building • Roadmap Ownership • Executive Communication • Agile Delivery • ROI Optimization
- Architecture & Data Engineering: ETL/ELT • Data Modeling • Databricks • Data Quality & Testing • Cloud (AWS, BigQuery) • SQL Server • MongoDB
- Analytics & Data Science: Advanced/Scalable SQL • Forecasting • A/B Testing • Statistical Analysis • KPI Design
- Programming & Tools: Python (Pandas, NumPy, scikit-learn) • PySpark • Power BI • Tableau • Alteryx • DAX
- Domain Strengths: Marketing & Growth • Supply Chain • Pricing • Sales Enablement

Accolades

- Eagle Scout