

Derek Shirley

derek@derekdevs.com ❖ (940) 594-6143 ❖ Grapevine, Texas (Open to relocation)

PROFESSIONAL SUMMARY

Strategic and results-oriented Analytics Lead with 8+ years of experience, including over 5 years in leadership roles, directing data professionals and shaping business strategy through actionable insights. Proven expertise in transforming complex data from live service environments and diverse platforms (including gaming at GameStop) into impactful product and marketing solutions.

Expert in scalable SQL (Google BigQuery, Databricks), Python analytics ecosystem, Power BI, and Tableau, with a strong product intuition and a passion for the video game industry. Adept at mentoring teams, partnering with development and product stakeholders, and driving data-informed decisions to enhance user experience and achieve business objectives.

LEADERSHIP EXPERIENCE

Over 5 years of experience leading and mentoring data teams, including directly managing a team of 15+ professionals (Park West Galleries) and leading analytics functions (American Diamond Logistics, Dave & Buster's, GameStop). Ability to set analytical direction, foster talent, and drive team success in alignment with business goals.

WORK EXPERIENCE

Dave & Buster's Entertainment Inc.

August 2024 – Present

Senior Data Analyst, Marketing

Grapevine, TX

- Drives marketing strategy by delivering actionable insights through weekly reporting on key metrics including loyalty retention, CRM performance, and ad spend effectiveness, utilizing SQL, Python, Excel, Power BI, Tableau, and Databricks.
- Leverages Adobe Analytics for ad hoc analysis and development of refreshable reports on web traffic and user behavior, providing critical insights to stakeholders to optimize conversions and user experience on the web app.
- Enhances marketing precision by integrating public datasets with internal metrics using Python, enabling true DMA-level performance comparisons for stores.
- Architects and maintains centralized data environments, integrating data from multiple sources (Adobe Analytics, Salesforce, Google Analytics, Placer.AI) to provide a unified view for analysis.
- Influences product and marketing decisions by analyzing granular store and transaction-level performance, optimizing user acquisition and retention strategies.
- Presents data-driven recommendations to key stakeholders, directly shaping marketing strategy and operational improvements.

GameStop Corp.

May 2023 – August 2024

Senior Data Analyst, Supply Chain

Grapevine, TX

- Extracted critical insights from large-scale marketing, sales, and supply chain datasets within the gaming retail sector using Google BigQuery and advanced SQL to inform business optimizations.
- Developed and managed Alteryx workflows for complex data manipulation, feeding cross-functional dashboards in Power BI and Excel that evolved with business needs.
- Created Python-based demand forecasting models, directly contributing to optimized warehouse space utilization and store distribution systems for gaming products.
- Achieved a 93% success rate in nationwide stock rebalances by collaborating with technical and development teams, ensuring data quality and effective data utilization.

Glitch Breakers

January 2020 – May 2023

Senior Data Engineer

Northlake, TX

- Engineered full-stack web applications and end-to-end data solutions using TypeScript, SQL, and modern frameworks, demonstrating experience in a "full-stack" data environment.
- Applied a data-driven, modern approach to UI/UX development, enhancing online presence and user engagement for small businesses.
- Improved e-commerce user experience and platform performance through comprehensive data analysis and iterative, data-informed improvements.

American Diamond Logistics

June 2020 - January 2023

Senior Data Analyst, Logistics

Roanoke, TX

- Led analytics team initiatives that directly contributed to a 26% annual company revenue growth through data-driven logistics optimization.
- Designed and deployed cross-platform Power BI dashboards for client bid presentations, significantly improving win rates by effectively visualizing data insights.
- Developed and managed SQL Server and AWS data environments to support a growing company's analytical needs.

Park West Galleries

January 2017 - January 2020

Sales Analyst

Miami, FL

- Led and mentored a high-performance team of 15+ sales professionals, consistently exceeding revenue targets through strategic data application.
- Managed sales strategies using SQL, Python, and Excel, regularly exceeding targets of \$300K in sales over fourteen-day periods.
- Developed data-driven pricing strategies for art collections valued at over \$3 million.

Personal Projects

DerekDevs.com

Ongoing

- Independently engineered a full-stack React web application, showcasing advanced front-end (TypeScript, CSS plugin development) and back-end capabilities.
- Demonstrates self-direction, problem-solving, and experience with code version control.
- Built and maintained several insightful dashboards and ETL tools using Python for ETL.

SKILLS

- **Data Analysis & Engineering:** Advanced SQL (Google BigQuery, Databricks, SQL Server), Python (Pandas, NumPy, Scikit-learn), ETL Architecture, Data Modeling, Metrics Development, Data Instrumentation, Data Quality Assurance, Scalable SQL.
- **Visualization & Reporting:** Power BI, Tableau, DAX, Alteryx, Advanced Excel
- **Programming & Development:** Python, SQL, JavaScript, TypeScript, HTML/CSS, PySpark
- **Cloud & Databases:** AWS, Google BigQuery, Databricks, MongoDB
- **Tools & Methodologies:** Git/GitHub, Agile Project Management, A/B Testing
- **Professional:** Strategic Problem-Solving, Product Intuition, Cross-functional Collaboration, Executive Communication, Team Leadership & Mentorship

Accolades

- Eagle Scout