Derek Shirley

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Summary

Data & analytics leader with 8+ years' experience building and scaling analytics functions from the ground up. Proven in partnering with C-suite executives to craft data strategy, build and lead high-performing teams to drive measurable growth. Combines deep technical fluency (Databricks, Snowflake, Python, SQL) with a focus on translating complex data into business-critical insights.

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*

- Drive 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.
- Enabled self-service analytics by developing and deploying executive dashboards in Power BI, empowering stakeholders and reducing ad-hoc requests.
- 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.
- Spearheaded the integration of HubSpot and internal sales tools via a Python pipeline, equipping the sales team with real-time data to accelerate response times and improve win rates.
- Led complex enterprise bid pricing (e.g., 4,000+ lanes) by synthesizing industry datasets (DAT) with Python/SQL.
- Recruited, hired, and mentored the company's first data analytics team, establishing best practices and development paths to foster a high-performance, data-driven culture.

Park West Galleries   **January 2017 - January 2020**
Sales Analyst   *Miami, FL*
- Provided analytical leadership and mentorship for a 15-person team, using data-driven insights to exceed revenue targets.
- Built pricing strategies for art collections valued at $3M+; used SQL, Python, and Excel to inform sales planning and margin protection.

Key Project: End-to-End Analytics Portfolio

DerekDevs.com   **Ongoing**
- Architected and deployed a full-stack personal portfolio using React to showcase data projects, demonstrating end-to-end product ownership from concept to deployment.
- Engineered a Python-based ETL pipeline with detailed documentation, ingesting public Kaggle datasets, performing data quality checks, and modeling the data for analysis.
- Developed and hosted interactive Power BI dashboards based on the cleaned data, providing actionable insights and demonstrating expertise in the full analytics lifecycle from ingestion to visualization.

Technical Proficiencies

- **Strategy & Leadership:** Enterprise Data Strategy, Data Governance, C-Suite Stakeholder Management, Team Building & Mentorship, Roadmapping, ROI Optimization
- **Data & Analytics Engineering:** Data Architecture & Pipelines (ETL/ELT), Data Modeling (Dimensional, Star Schema), Cloud Data Warehousing (Databricks, BigQuery), Data Quality & Testing, dbt
- **Analytics & Data Science:** Forecasting & Predictive Modeling, Experimentation (A/B Testing), Marketing Mix Modeling (MMM), Statistical Analysis, KPI Design, Growth & Marketing Analytics
- **Platforms, Languages & Tools:**
  - Languages: Python (Pandas, NumPy, scikit-learn), PySpark, SQL, DAX, dbt
  - Platforms: Databricks, BigQuery, Snowflake, AWS, SQL Server, Alteryx
  - BI & Visualization: Power BI, Tableau, Adobe Analytics