Greg Leland

css.designs@gmail.com | (818) 405-2873

 github | linkedin

SUMMARY

Seasoned Analyst with extensive experience in data analysis, marketing analytics, data engineering, and visualization across gaming, product, streaming video, and entertainment sectors. Over a decade of expertise in providing actionable insights that have optimized user engagement, marketing campaign performance, and revenue growth. Proven leadership in managing cross-functional teams, driving complex projects, and leveraging data-driven strategies to support product development and marketing initiatives. Proficient in SQL, Python, statistical modeling, and advanced data visualization tools. Seeking a challenging role where my technical expertise and leadership abilities can make an impact in a dynamic environment.

PROFESSIONAL EXPERIENCE

Microsoft Xbox | Activision Blizzard   Apr 2022 - Jul 2024
Sr. Analyst / Analytics Engineer, Live Ops Analytics   *Santa Monica, CA*

- **KPI Analysis & Game Optimization:** Led in-depth analyses of critical KPIs, including daily active users (DAUs), average revenue per daily active user (ARPDAUs), and user engagement metrics. Addressed game-specific elements such as user behavior, asset utilization, in-game weapon balancing, skill-based matchmaking, AI pathing, and optimal spawn points, resulting in a 10% increase in average hours per user (HPU) and measurable increases in average revenue per user (ARPU).

- **Game Telemetry Enhancement:** Identified and executed opportunities to improve game telemetry with a high degree of autonomy, including ad-hoc analysis, data modeling, integrating A/B and multivariable testing frameworks into database structures, and creating new tables. Collaborated with studio developers to integrate new telemetry into existing database structures, enabling new dashboards and analyses that significantly improved data-driven decision making. Designed telemetry to track user pathways through game interfaces, leading to improved user flows, a higher click-through rate for key CTAs, and increased in-game store traffic.

- **Leadership & Team Coordination:** Led a cross-functional team of analysts, designers, and data engineers in mission-critical projects, including AI optimization analytics and in-game store balancing. Delegated responsibilities and coordinated efforts across multiple departments, ensuring alignment and successful delivery on time-sensitive initiatives.

- **Data Pipeline Management:** Managed and optimized ETL pipelines using Apache AirFlow and Tableau, facilitating efficient data processing and supporting strategic initiatives for the Call of Duty franchise. Collaborated closely with product management and development teams to ensure data accuracy and availability.

- **Cross-Team Collaboration:** Spearheaded large-scale efforts across analytics, design, development, and product management teams to balance engagement rewards against in-game store offerings. Successfully integrated new telemetry and analytics frameworks that drove actionable insights and enhanced the overall player experience.

- **Mobile Analytics Leadership:** Spearheaded analytics efforts for *Call of Duty Mobile* and *Warzone Mobile*, focusing on user engagement, retention, and monetization. Insights from these analyses directly influenced strategic decisions, driving key performance improvements across both titles.

Sony Pictures Entertainment | Funimation / Crunchyroll   Oct 2019 - Apr 2022
Sr. Analyst, Growth & Audience Development   *Culver City, CA*

- **Subscription Service Optimization:** Developed comprehensive reports, LTV models, channel-specific performance metrics for OTT subscription data, and utilized A/B and multivariable testing methods in subscription models. This contributed to significant reductions in churn and notable MoM and YoY increases in subscriber retention rates through data-driven experimentation and continuous improvement of subscriber experiences.

- **Data Mart Creation, In-House Transition & Efficiency Gains:** Played an instrumental role in the transition from relying on an overseas third-party data warehouse to establishing an in-house data solution. In my role, I was able to uncover the extent and relevance of our data assets, assessing their usability and actionability. Led efforts to streamline data processing by collecting, cleaning, and centralizing data into a newly created 'Data Mart.' This initiative reduced data processing times by up to 80%, cutting analysis turnaround from upwards of two weeks to just a few hours or days, and enabled the organization to derive more timely and actionable insights.

- **Impactful Reporting & Campaign Analysis:** Produced time-sensitive weekly and monthly reports covering viewership, CRM, eCommerce, editorial, marketing measurement, and social media metrics, leading to significant improvements in campaign ROI across various channels.

- **Social Media Growth Strategy & Sentiment Analysis:** Implemented and optimized social listening and analytics tools like Khoros, ListenFirst, Tubular, and Adjust to analyze social media metrics, user sentiment, and user review data. Built self-service dashboards in Google Data Studio for near-real-time analysis of key insights, uncovering trends that informed strategic design and marketing decisions.

- **Project Management & Collaboration:** Collaborated with various teams and led initiatives to design and implement SurveyMonkey surveys, focusing on capturing critical user feedback. Successfully integrated SurveyMonkey API data into centralized data sources, enabling the creation of real-time dashboards that provided actionable insights. These dashboards informed strategic decisions in marketing, growth, and audience development, driving targeted improvements and enhancing overall business performance.

USC Viterbi School of Engineering | Trilogy Education   **2019 - 2020**

Instructor, Data Science & Visualization   *Los Angeles, CA*

- **Instruction & Curriculum Development:** Led instruction and hands-on coding activities for a class of 30+ Continuing Education Professionals, covering a comprehensive curriculum that included Advanced Excel, VBA, Python, D3.js, Leaflet.js, API Interactions, Social Media Mining, SQL, Tableau, Advanced Statistics, Machine Learning, Big Data, R, Apache Spark, and Git.
- **Team Leadership & Project Management:** Directed developer teams and managed version control for all curriculum projects, ensuring the successful delivery of complex data science and visualization projects.
- **Mentorship & Data Storytelling:** Provided guidance during 'office hours' and mentored students on effective data analysis techniques, focusing on how to uncover and communicate the narratives within data to drive meaningful insights.

TITAN Digital Content Management   **2014 - 2019**

Consultant   *Los Angeles, CA*

- **Data-Driven Business Insights:** Delivered comprehensive data analysis, visualization, web development, and analytics setup for small and medium-sized businesses, providing actionable insights that drove business growth.
- **Sales & Web Traffic Analysis:** Conducted in-depth analysis of sales and web traffic data, launched targeted marketing campaigns, and performed A/B testing to optimize online performance and increase conversion rates.
- **Advanced Dashboarding & Reporting:** Developed detailed dashboards and reports using Tableau and Power BI from small to large data sets, enabling clients to make informed, data-driven decisions.
- **Process Automation:** Automated complex tasks in Excel by writing VBA macros, streamlining accounting, organization, and data analysis processes.
- **Database Management:** Created and maintained SQL and MongoDB databases to efficiently organize, store, and retrieve data, supporting various business functions.
- **Google Analytics Implementation:** Implemented Google Analytics to monitor and optimize web traffic over time, improving user engagement and site performance.
- **Marketing Campaign Tracking:** Utilized Salesforce to track client interactions and marketing campaign performance, providing insights that informed strategic adjustments and improved campaign outcomes.

PROJECTS

RecFlix - Movie Recommendation Website | https://github.com/GregLeland/RecFlix

- Developed a movie recommendation website using a cosine similarity machine learning algorithm. Integrated MySQL databases and TMDb API to provide accurate movie suggestions based on genre, cast, and plot. Implemented a search bar with autocomplete and fuzzy search functionality to enhance user experience.

Google Play Store Analysis | https://github.com/GregLeland/PlayStoreAnalysis

- Analyzed Google Play Store data to guide a startup in optimizing game category selection and pricing strategies. Utilized Python and data visualization tools to provide actionable insights for maximizing ROI.

Video Game Company Stock and Sentiment Analysis | https://github.com/GregLeland/gamestock

- Conducted sentiment analysis on news articles and correlated the data with stock performance of major video game companies. Developed a Python-based sentiment analysis model to gauge the impact of media on market performance.

TECHNICAL SKILLS

Programming Languages	Python (Jinja, PySpark, Flask, SQLAlchemy)	JavaScript
Querying Languages	SQL (MySQL, PostgreSQL)	NoSQL(MongoDB)
Data Warehousing	Amazon Web Services (AWS) BS/EC/EC2/ELB	Amazon Athena	Redshift	Google Cloud Platform
Data Pipeline	Astronomer (Apache AirFlow)	VisualCode	Jupyter Notebook	Databricks	Git
Data Visualization	Tableau	Power BI	MicroStrategy	Looker / Google Data Studio
Social Media	Khoros	ListenFirst	Tubular	Adjust
Version Control	Git	Github

RELEVANT EDUCATION

Certification in Data Science and Visualization, A+   **Jun 2019**

University of Southern California - Viterbi School of Engineering   *Los Angeles, CA*