


# MICHEAL LINDSAY

Data Analyst

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 Portland, OR

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## Summary

Data analyst with 4 years of experience in business intelligence, data engineering, and statistical analysis in the e-commerce space. Skilled in leveraging Power BI to craft dynamic, data-driven dashboards that enable real-time decision-making for key stakeholders. Experienced in the architectural design and maintenance of Dagster pipelines, employing best practices in ETL processes and data normalization. Proven ability to translate complex analytical insights into actionable business strategies

## Skill Sets

- A/B Testing
- Data Governance
- Demand Forecasting
- NLP Analysis
- Process Automation
- Report Building
- Web Scraping
- Web Dev

## Work Experience

### Data Analyst

Crafts Group LLC | Vancouver, WA | April 2021 - Current

- Built out data and reporting infrastructure from the ground up using Dagster and PowerBI.
- Developed and maintain over 80 PowerBI reports that are used organization wide.
- Implemented GA4 for 5 separate websites, created custom GTM events, and developed BigQuery ETLs.
- Developed a web app for marketers to standardize UTM codes, and utilize A/B testing.
- Created a web scraper to log competitor inventory that directly shapes internal pricing strategies.
- Automated the validation of affiliate marketing transactions against their API in Python, resulted in savings of \$42,000/yr.
- Optimized the processes of mailing of 2 million catalogs a year, increased profit per mailing and found savings of \$200,000/year.

### Reporting Coordinator

CorVel Corporation | Portland, OR | May 2019 - April 2020

- Ran stewardship reporting for entire book of business serving 126 account managers in workers compensation.
- Collaborated with members across departments daily to reconcile differences in reporting practices.
- Overhauled CorVel's enterprise reporting to create a more strategic perspective on reducing an account's total cost of risk.
- Contributed to a comprehensive wiki that explained how reporting metrics were derived to non-technical stakeholders.
- Identified issues in .NET application that reduced stored procedure runtime upwards of 15%.
- Developed custom VBA macros to automate repetitive manual entry for stewardships that reduced project turnarounds.

## Education

### Bachelor of Science, Economics

University of Oregon | 2018