Alex Bornstein

Business Analyst

✉ alexbornstein13@gmail.com
📞 (123) 456-7890
📍 Brooklyn, NY
🌐 alex-bornstein.com
in linkedin.com/in/alex-bornstein

Work Experience

Fintech Startup
Business Analyst
May 2018 - current | New York NY
- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
- Worked as the liaison between engineering and executives to implement product feature improvements that increased conversion rate by 18 basis points
- Implemented a long-term pricing experiment that improved customer lifetime value by 22%
- Built operational reporting in Tableau to find areas of improvement for contractors resulting in $210,000 in annual incremental revenue
- Led a team of one full-time employee and three contractors

Edtech Company
Business Analyst
August 2016 - May 2018 | New York NY
- As the first data hire worked directly with the executive team to formulate and report on KPIs across their web properties that get 200 million visitors annually using SQL and Google Sheets
- Built a logistic regression model to help the SEO team decide which keywords to target resulting in a 13% lift in YoY site visitors in 2018
- Worked with product managers to perform cohort analysis that identified an opportunity to reduce pricing by 25% for a segment of users to boost yearly revenue by $720,000

Insurance Company
Product Modeling Analyst
August 2014 - August 2016 | Washington DC
- Identified procedural areas of improvement through customer data using SQL to help improve the profitability of a nationwide retention program by 7%
- Using Python, SQL, and Excel developed and owned the reporting for a nationwide retention program, saving ~100 hours of labor each month

Education

B.S., Mathematics and Economics
University of Pittsburgh
September 2010 - April 2014 | Pittsburgh, PA

Skills

- SQL
- Excel/ Google Sheets
- Python (Pandas, Scikit-learn)
- Google Analytics