

data-analyst

Data Analyst Career Dossier

1. Snapshot

- **Role Type:** Data visualization & insights; internal decision support.
- **Remote Profile:** Highly remote-friendly; contract and full-time roles worldwide.
- **Ideal Jeff Strengths:** Systems thinking, pattern spotting, translating numbers into decisions.

2. Personal & Lifestyle Fit

- **Core Work:** Investigating data questions, building dashboards, explaining metrics.
- **Energy Signals:** Flow when exploring patterns; caution if routine reporting feels draining.
- **Work Rhythm:** Mix of deep-focus analysis and stakeholder syncs; generally standard hours.
- **Work Environment:** Cross-functional squads (product, marketing, ops); collaborative.
- **Value Alignment:** Turn complexity into clarity; measurable impact on company decisions.

3. Skills & Tooling

- **Essential:** SQL, spreadsheet modeling, BI tool (Tableau/Power BI/Looker), experimentation basics.
- **Nice-to-Have:** Python or R for heavier analysis, dbt familiarity, statistics intuition.
- **Habits:** Rigorous documentation, reproducible queries, storytelling decks.
- **Learning Path:** Google Data Analytics cert + personal projects; Kaggle or public datasets.

4. Market & Demand

- **Outlook:** Strong demand across SaaS, e-commerce, healthcare, fintech; modern stack adoption drives hiring.
- **Automation Risk:** Low—human judgment in framing questions and narrating insights still crucial.

- **Job Security:** Good; downturns shift you toward cost-saving analytics and retention metrics.

5. Compensation & Economics

- **Entry (Remote US):** \$55K–\$70K salary or \$35–\$50/hr contract.
- **Mid-Level:** \$80K–\$110K salary; \$60–\$90/hr contract.
- **Upside:** Transition to Analytics Engineer / Product Analytics (\$120K+); consulting retainers \$2K–\$5K/mo.
- **Benefits Patterns:** Health, 401k common in mid/large firms; startups may swap equity for benefits.

6. Entry Strategy

- Build three portfolio case studies (data cleaning, dashboard, experiment readout).
- Ship one public LinkedIn/Substack post per project to attract inbound interest (once account recovered).
- Target 15 applications/week from remote boards + 5 warm outreach emails referencing portfolio.
- Offer low-cost “metrics health check” to founders for first testimonial.

7. Growth Path

1. **Junior Analyst:** Reporting & dashboard maintenance.
2. **Product/Growth Analyst:** Owns problem area metrics.
3. **Analytics Engineer / Data Scientist:** Technical specialization.
4. **Analytics Lead / Manager:** Guides team strategy and hiring.

8. Challenges & Stressors

- Juggling ad-hoc requests vs. strategic projects.
- Poor data hygiene; need diplomacy to push for upstream fixes.
- Constant need to clarify expectations and definitions with stakeholders.

9. Client & Employer Hunting Grounds

- **Go-To Employers:** Remote-first SaaS (Notion, Zapier, Retool, GitLab), health analytics firms (Definitive Healthcare, Aledade), DTC brands scaling via Shopify, growth marketing agencies offering analytics retainers.
- **Job Boards & Feeds:** Otta (Data & Analytics filter), Wellfound remote analytics, RemoteOK/WeWorkRemotely (#data), Locally Optimistic job board, curated Lever/Greenhouse feeds (search “remote data analyst”).
- **Communities & Slack Groups:** dbt Community (#jobs), Locally Optimistic Slack, Modern Data Stack Discord, MeasureChat, r/dataanalysis weekly hiring threads.
- **Freelance & Contract Platforms:** Upwork (dashboard builds), Contra, Braintrust Data, Toptal projects, Growth Collective analytics bench.

- **Outbound Targets:** Micro-SaaS founders (Indie Hackers), newsletters monetizing via ads (pitch revenue analytics), Shopify Plus merchants (via eCommerceFuel), Fractional CFO firms needing analytics partners. Use “Constraint Radar” dashboard Loom to start conversations.

10. Money Loop Experiments

- Sell a \$150 “Metrics Audit” to a micro-SaaS founder (deliver Loom + mini dashboard).
- Analyze a public dataset and post a viral visualization to drive inbound leads.
- Offer a weekly KPI review retainer to a local business for \$400/month.

11. Notes & Next Steps

- Create reusable SQL snippets library + Loom walkthrough to showcase speed.
- Track “hours to insight” metric during sprints to gauge efficiency gains.
- Consider pairing with Systems Optimizer for automating report refreshes.