hybrid-data-analyst-consultant

Hybrid Path: Data Analyst + Constraint Consultant Dossier

1. Snapshot

- **Structure:** Remote data analyst role for stability + evening/weekend consulting sprints.
- **Ideal Jeff Strengths:** Analytical rigor, storytelling, constraint diagnosis, client rapport.
- **Why It Works:** Job sharpens technical chops; consulting monetizes insights with higher leverage.

2. Lifestyle & Capacity Planning

- **Day Job:** 30–35 hrs core workload; negotiate async schedules.
- **Consulting Cadence:** 10 hrs/week max; 1 client at a time for deep focus.
- **Energy Watchpoints:** Prevent burnout by batching consulting work on fixed days; maintain recovery rituals.

3. Skills & Tool Stack

- **Shared:** SQL, dashboards, Loom storytelling, ROI calculators.
- **Job-Specific:** Product analytics, experimentation, data modeling.
- **Consulting-Specific:** Discovery interviews, proposal writing, constraint frameworks.
- **Tool Synergy:** Use job's stack templates as case studies (sanitize data) for consulting marketing.

4. Market & Demand

- **Day Job:** Same as Data Analyst dossier—abundant remote roles.
- **Consulting:** Founders crave actionable analytics + constraint insights; retainer potential high.
- **Risk Mitigation:** Ensure employer contract allows moonlighting; maintain separate client tools.

5. Income Model

- **Salary Baseline:** $70K–$95K remote data analyst.
- **Consulting Add-On:** $500 audits → $2K engagements → $500/month retainers.
- **Goal:** Reach $2K/month side income within 6 months; evaluate full-time consulting viability.

6. Entry Strategy

- Secure data analyst role with growth-friendly company (remote-first SaaS).
- Build anonymized case study from day job wins (show impact baseline → improved metric).
- Launch "Metrics + Constraint" audit service highlighting unique hybrid view.
- Cross-promote: share insights via newsletter, Slack communities.

7. Weekly Operating Rhythm

Day	Job Focus	Consulting Focus
Mon	Job metrics, sprint planning	Prep consult tasks
Tue	Deep analysis	Client discovery calls
Wed	Present findings	No consulting (rest/research)
Thu	Experiment follow-up	Build deliverables
Fri	Wrap job tasks	Deliver Loom/updates
Sat/Sun	Light admin or rest	Optional workshop/session

8. Challenges & Mitigation

- **Time Conflicts:** Use calendar blocks; communicate availability to clients.
- **Context Switching:** Keep separate Notion workspaces; nightly review to reset.
- **Employer Restrictions:** Review contract; if needed, disclose high-level consulting focus without client names.

9. Lead Sources & Employers

- **Employers (Day Job):** Remote-first SaaS via Otta/Wellfound, analytics agencies (Causal, GrowthLoop), product-led companies advertising "remote data analyst."
- **Consulting Channels:** Indie Hackers analytics threads, RevOps Slack, Modern Data Stack communities, alumni network newsletters, r/smallbusiness "help wanted" posts.
- **Freelance Platforms:** Upwork (metrics revamp), Contra, Growth Collective, Pangea.ai.
- **Referral Flywheel:** Present wins internally, request warm intros to partner companies; offer "Metrics & Constraint Checkup" to their peers; share sanitized case studies on newsletter.

10. Money Loop Experiments

- Bundle $300 "Metrics & Constraint Mini-Audit" to test pricing.
- Offer recurring KPI stand-ups for $200/month (async Loom recaps).
- Run quarterly workshop "Use Your Data to Find the One Bottleneck" ($149 seat).

11. Notes & Next Steps

- Track energy/resonance after each hybrid week; adjust workload ratio.
- Build compliance checklist (NDAs, data separation, time tracking).
- Evaluate path after 6 months: continue hybrid, transition to full consulting, or pivot class.