

# BEAU BRANTON

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## SUMMARY

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7+ years of experience architecting, building and managing data models and business intelligence using the modern data stack (SQL, dbt, Snowflake, Tableau, Python). Proven ability to partner with various business units to impact measurable business outcomes across Product, RevOps, Finance and Operations. Strong desire to learn and apply AI solutions and automations at scale to solve problems with interesting people (and not always with data).

**Technical Skills:** SQL, dbt, Tableau, Looker, Snowflake, BigQuery, Excel, Python, ChatGPT, Cursor, Claude Code

## EXPERIENCE

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### UserTesting

**San Francisco, CA**

*Senior Business Intelligence Analyst*

*Oct. 2023 – Present*

*Business Intelligence Analyst*

*Feb. 2022 – Oct. 2023*

*Associate Business Analyst*

*Dec. 2020 – Feb. 2022*

- Built and maintained executive-level Tableau dashboards and monthly KPI packet for C-suite and Board leadership, synthesizing insights across Finance, Sales, Operations, Product, and People functions.
- Developed a centralized metrics layer in dbt and Snowflake to standardize business logic across teams, reduce redundant SQL by hundreds of queries, and improve performance and consistency across reporting assets.
- Established automated data quality framework using dbt tests and Tableau-driven alerting, enabling early detection of data issues and saving 100+ hours of manual QA and rework each month across multiple teams.
- Led company-wide adoption of self-service analytics through reusable Tableau dashboards, training initiatives, and consistent metric definitions—driving 3 consecutive years of 200%+ annual growth in Tableau adoption
- Identified upsell opportunities through deep product usage analysis and customer segmentation, directly contributing to a 10%+ year-over-year increase in net dollar retention

### The Walt Disney Company

**Anaheim, CA**

*Associate Industrial Engineer*

*Oct. 2018 – Dec. 2020*

- Supported 40+ ride operation teams at Disneyland as a data analyst and operations consultant
- Increased number of guests riding attractions by 500K+ annually through dedicated data analysis and process improvement at high traffic rides and attractions
- Saved team 20+ hours of work per month by developing department's first suite of Tableau dashboards powered by SQL queries to consolidate and automate all attraction reporting at Disneyland Resort
- Developed multiple linear regression model using Python to forecast park capacity and influence decisions on setting park hours, supportable attendance, and other strategic priorities during Covid-19 Pandemic

### Seattle Mariners

**Seattle, WA**

*Professional Baseball Player*

*Jun. 2018 – Sep. 2018*

- Drafted by the Seattle Mariners in the 2018 MLB draft and played one season before voluntarily retiring

## EDUCATION

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### Stanford University

Stanford, CA

*Sep. 2014 – Jun. 2018*

- Bachelor of Science: Management Science and Engineering w/ Minor in Computer Science
- 4-year member of Stanford Baseball team with Pac-12 All-Conference and All-Academic Honors

## PROJECTS

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### [Dugout Edge – Baseball Team Management Platform \(2025\)](#)

Launched a full-stack web application for youth baseball coaches (25+ paying users in first month) to generate optimized lineups and track player statistics across seasons. Developed constraint-based algorithms ensuring equal playing time distribution, position rotation fairness, and statistical tracking for setting lineups throughout the season. Self-taught Next.js, TypeScript, Supabase (PostgreSQL/Auth), Stripe, and Google Analytics using Claude Code as primary development tool.

### [Autonomous Trading Bot \(2025\)](#)

Built a fully automated trading system that screens, monitors and executes strategy based on statistical outliers using Python scripts, real-time data streaming and the Charles Schwab API. Built using Cursor to learn about how to use AI coding agents to build practical (and slightly too ambitious) data applications.

### [Data Engineering Zoomcamp Capstone Project \(2024\)](#)

Built cloud-based data pipeline for NCAA D1 Baseball stats, integrating web scraping, data warehousing (BigQuery), dbt transformations, and a Looker dashboard to deliver enhanced college baseball statistics.