

# BEAU BRANTON

bbranton@gmail.com | (808) 551-0338 | San Francisco, CA 94115 | [linkedin.com/in/beaubranton](https://linkedin.com/in/beaubranton)

## SUMMARY

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7+ years of experience architecting, building and managing data models and business intelligence pipelines using the modern data stack (SQL, dbt, Fivetran, Snowflake, Tableau). Proven ability to partner with various business units to impact measurable business outcomes across Product, Finance and GTM & Operations. Strong desire to learn and apply AI solutions and automations at scale to solve hard problems with fun and interesting people.

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

## EXPERIENCE

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### UserTesting

*Senior Business Intelligence Analyst*

**San Francisco, CA**

Oct. 2023 – Present

*Business Intelligence Analyst*

Feb. 2022 – Oct. 2023

*Associate Business Analyst*

Dec. 2020 – Feb. 2022

- Serve as primary analytics partner to Product, Finance and GTM teams. Translate competing requirements into analytics-ready data models and ensuring stakeholder alignment on metric definitions
- Architect centralized reporting data layer in dbt/Snowflake to eliminate conflicting business logic, cutting data warehousing compute costs 25% and establishing single-source-of-truth definitions used company-wide
- Built automated data quality framework using dbt tests and Tableau-driven alerts, catching upstream issues before they reached stakeholders and saving 20+ hours/month in manual QA
- Own C-suite and Board reporting, including monthly KPI packets synthesizing company performance
- Developed customer health dashboard to support new usage-based pricing model, analyzing historical usage patterns to flag churn risk and upsell targets—contributing to 10%+ YoY improvement in net dollar retention.

### The Walt Disney Company

*Associate Industrial Engineer*

**Anaheim, CA**

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

*Professional Baseball Player*

**Seattle, WA**

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.