DANIELLE MATIJAS

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Sr. Business Intelligence Reporting Analyst with 4+ years at Paychex, specializing in analytics platform migration, scalable BI solutions, and cross-functional collaboration. Proven track record of reducing developer and analyst workload, defining robust product analytics schemas, and driving strategic data initiatives.

SKILLS

Analytics & BI Tools
- Heap Analytics (SME)
- Google Analytics | Looker Studio
- Pendo | Power BI

Data Engineering & ML
- SQL | Python | Java
- BiqQuery | Snowflake
- GCP | CCAI | DFCX
- Recommendation Systems

Leadership & Strategy
- Backlog & Capacity Management
- KPI Development
- Microsoft Office Suite

ACHIEVMENTS

GA to Heap Migration
Drove the transition from GA360 to Heap Analytics reducing developer workload by 97.9% and analyst report preparation by 22% surpassing target KPIs.

Paychex Evolve Discovery
Built a comprehensive dashboard to analyze app-wide user interaction behavior, devising a new data strategy to capture and transform all platform events. Anticipated and prebuilt enrichment, earning recognition from project leadership and leaving a strong impression with newly acquired company stakeholders.

CERTIFICATES

Data Science & Machine Learning
MIT | 2025

Lean Six Sigma Yellow Belt
AIPGE | 2023

Computer Systems & Network Technologies
MARTINBURG COLLEGE | 2021

EDUCATION

B.A. Business Administration
UNIVERSITY OF HAWAII
Jan 2011 - May 2014 | 4.0 GPA

WORK EXPERIENCE

Business Intelligence Reporting Analyst III
Paychex, LLC | Rochester. NY — 2021 - PRESENT

- Advanced Heap Analytics platform strategy and execution across 70+ cross-functional projects, delivering scalable BI solutions for Product, UX, Service, Data Science, and BIA teams.
- Automated reporting pipelines in BigQuery, CCAI, and DialogflowCX to ingest and pre-process user interaction data reducing manual maintenance by over 30 hours monthly and improving reliability.
- Engineered a Shadow DOM workaround to enable KUI tracking in React prior to Heap vendor release, preventing analytics gaps.
- Built and scaled Heap JavaScript library to enable the capture of richer metadata without developer resources.
- Pioneered Pendo event integration in Heap. Defined data requirements and preform ongoing event quality analysis for accessible and scalable reporting.
- Oversaw leadership initiatives - managing team backlog, mentoring new members, facilitating Heap adoption across the organization, and supporting vendor/license negotiations with upper management.

Communications & Technology Specialist
Monroe County Bar Association | Rochester, NY — 2019 - 2021

- Orchestrated redesign of association website and end-to-end development of legal resource directory, improving member access to services.
- Directed digital transformation of CLE programs to hybrid/online delivery, training staff and presenters for smooth adoption during COVID-19.
- Built KPI dashboards and tracked performance via Google Analytics; optimized SEO to increase visibility of programs.

Executive Administrative & Marketing Assistant
Smith & Associates Architects | Remote — 2014 - 2018

- Ran Payroll | Prepared accounting and tax documentation.

PROJECTS

Heap Analytics Uplift & Expansion
Heap Analytics Google Analytics Taxonomy Design Java SQL

- Established standardized taxonomy for Heap Analytics, ensuring consistent, scalable event tracking across Flex.
- Defined framework- and LOB-level requirements to enrich auto-captured data and improve reporting accuracy.
- Trained stakeholders for seamless adoption.
- Rebuilt Google Analytics SQL queries to align with Heap's data hierarchy, eliminating delays in report delivery.
- Conducted platform vs. competitor testing and delivered recommendations that informed product strategy.
- Evaluated beta features (JS5, AI Co-Pilot, Session Replay, Error Tracking) and authored adoption recommendations, driving platform innovation.
- Instrumented 2,000+ events across Flex and ancillary apps, establishing scalable tracking standards adopted enterprise-wide.

Snowflake Integration Strategy
Snowflake Heap Analytics Data Modeling Stakeholder Buy-In

- Designed data structure and defined requirements for Heap to Snowflake integration, updating taxonomy standards for enterprise reporting.
- Collaborated with Product and Service teams to obtain buy-in for proposed data prioritization to enable scalable reporting solutions.

Cross-Functional Reporting
BigQuery Heap Analytics Power BI Looker Studio Google Platform Services

- **Authenticated Virtual Agent Reporting:** Developed executive dashboards and automated queries supporting over 100,000 client interactions, including subpoena-compliance reporting.
- **Executive Stats Pack:** Rebuilt 15+ Google Analytics queries into BigQuery to reflect updated usage analytics tracking, reducing reporting errors and ensuring consistent executive delivery.
- **User Interaction Behavior:** Developed SQL extracts for Data Science to analyze user interactions leading up to service calls, providing insights that informed product strategies to reduce friction in Flex. Built Retirement Services dashboards to further identify and address in-app friction points.