CYMBER MOORE

SQL Data Analyst

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in LinkedIn

WORK EXPERIENCE

SQL Data Analyst

Newsela

📅 May 2018 - current 📍 New York, NY

- Worked across marketing and product business units to build out the reporting infrastructure in Tableau from ground up
- Created interactive cohort analysis report in Tableau Server for the product team with global filters and parameters that helped improve monthly retention by 17% for a specific target
- Automated processing of billions of rows of data from Redshift and Postgres to improve real-time reporting of product metrics, saving the company $273K yearly in reduced downtime
- Used stored procedures, triggers, and views to provide structured data to business units by combining millions of rows of data from 19 disparate data sources

SQL Data Analyst

Mint

📅 August 2016 - May 2018 📍 New York, NY

- Built forecasting using parameters, trend lines, and reference lines that were reported to Wall Street for quarterly earnings reports, saving 60 hours of manual work each quarter
- Automated a report for the sales team using filters, parameters, and calculated sets that automatically qualified sales leads, improving conversion rate by 17%
- Implemented security guidelines by using user filters and row-level security, reducing private data exposure by 73%
- Presented presentations concerning ad-hoc research and findings from disparate sources to upper-level management

Business Intelligence Intern

KPMG

📅 August 2014 - August 2016 📍 Washington D.C.

- Worked with clients to understand business needs and translate those needs into actionable reports in Tableau, saving 16 hours of manual work each week
- Utilized C++ to process large streaming datasets, and improved ingestion and processing speed of that data by 85%
- Built basic ETL that ingested transactional and event data from a web app with 10,000 daily active users that saved over $85K annually in external vendor costs
- Formed hypotheses, and tested ideas to determine viability of operation outcomes

EDUCATION

B.S.
Statistics

Rutgers University

📅 September 2010 - April 2014
📍 New Brunswick, NJ

SKILLS

Tableau Desktop, Tableau Server
SQL (Postgres, Redshift, MySQL)
PL/SQL
Triggers, stored procedures, views
MS Excel