

# Gabriel Lee

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Target Field: Data / Analytics

## PROFILE

Business Intelligence Analyst with experience delivering measurable outcomes in Data / Analytics. Strong in execution, clear communication, and building systems that scale. Comfortable owning work end-to-end and collaborating across teams.

## EDUCATION

### Columbia University

M.S. Data Science

Raleigh, NC

2020 — 2024

- Honors program; Capstone project with documented results

## EXPERIENCE

### Business Intelligence Analyst — SignalCraft Analytics

Boston, MA | Jun 2023 — Present

- Automated a cross-functional initiative; improved a key metric by 22% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 50%.
- Standardized processes and documentation; cut manual effort by 55% and improved consistency.
- Partnered with stakeholders to define requirements, align on scope, and deliver on schedule.

### Business Intelligence Analyst Intern — Maple Insights

Atlanta, GA | Jul 2021 — May 2023

- Led a cross-functional initiative; improved a key metric by 27% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 30%.
- Standardized processes and documentation; cut manual effort by 65% and improved consistency.

### Coordinator — Tandem Intelligence

Washington, DC | Jun 2019 — Jun 2021

- Improved a cross-functional initiative; improved a key metric by 12% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 40%.
- Standardized processes and documentation; cut manual effort by 45% and improved consistency.

## PROJECTS

### Experiment Readout Template

- Standardized A/B test analysis and created dashboards for decision-making.
- Reduced analysis turnaround time with reusable queries.
- Presented results to stakeholders and documented next steps.

### Churn Modeling

- Built a churn model and evaluation pipeline; documented tradeoffs and monitoring plan.
- Partnered with stakeholders to translate outputs into retention actions.
- Presented results to stakeholders and documented next steps.

### Revenue KPI Warehouse

- Designed a semantic layer for revenue KPIs with clear data definitions.
- Improved trust and consistency in reporting across teams.
- Presented results to stakeholders and documented next steps.

## SKILLS

**Skills:** Experiment design, Dashboards, Statistics, SQL, Data modeling, Tableau/Looker, Pandas, A/B testing, Python, dbt, Airflow

**Certifications:** dbt Fundamentals, Tableau Desktop Specialist (In Progress), Google Data Analytics