Jared Richard Wiltshire

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PROFESSIONAL EXPERIENCE

Data-driven Lead Data Analyst with 10+ years of experience in advanced analytics, statistical modeling, and machine learning. Expertise in developing and deploying scalable analytical solutions using Python, SQL, and Google Cloud Platform (GCP) to drive data-informed decision-making. Proven ability to improve business outcomes through predictive modeling, customer segmentation, and data pipeline automation. Led the development of a geospatial analytics system that optimized 35 sales regions and a lead scoring model that **increased conversion rates by 20%**. Skilled in managing and analyzing large datasets (1B+ records monthly) within complex data environments, with a focus on optimizing data accessibility and reporting efficiency.

SKILLS

- **Data Science:** Machine Learning (Regression, Random Forests, Clustering), Statistical Modeling, Predictive Analytics, Feature Engineering
- **Programming Languages:** Python (NumPy, Pandas, Scikit-learn), SQL, LookML
- **Cloud Platforms:** Google Cloud Platform (BigQuery, Pub/Sub, App Engine), dbt
- **Data Visualization:** Looker, Tableau
- **Data Engineering:** ETL Pipeline Development, Data Warehousing, Data Governance
- **Other:** Version Control (GitHub), A/B Testing, Marketing Funnel Analysis, CAC, LTV, ROAS

WORK EXPERIENCE

Auctane LLC | Apr. 2021 – Present |Lead Data Analyst | Austin, TX

- Consistently delivered high-impact analytical solutions, driving swift progression from Senior Business Analyst to Lead Data Analyst
- Team Lead on a team of **5 members**, including three senior analysts and one junior analyst
- Developed a machine learning-based lead scoring model (logistic regression and random forests) that **increased conversion rates by 21%**
- Created customer segmentation models using KMeans clustering, **resulting in a 13% lift in targeted campaign engagement** by identifying crucial behavior patterns for marketing and sales
- Streamlined data transformation, version control, modeling, and storage processes by pioneering the development and maintenance of database structures using dbt, GitHub, LookML, and BigQuery, **saving analysts 15 hours weekly**
- **Improved Looker load times by 80%** by creating ETL pipelines that loaded data to newly created tables, resulting in shorter load times for looker dashboards and explores
- Designed and implemented a Python-based geospatial solution using agglomerative clustering to optimize 35 sales regions, creating an interactive map and data warehouse tables, improving territory management and streamlining hiring decisions & **supporting the 2025 company growth plan**
- Presented KPIs, insights, and recommendations to C-suite leadership weekly, **leading to the implementation of new product features that generated $5.6M in revenue**
- **Managed a development Google Cloud Platform (GCP) environment**, including creating service accounts, controlling access, and building full-scale applications utilized by other departments. Responsible for analyzing data within multiple schemas in a database with over a billion records written monthly

Arizona Department of Economic Security | Jan. 2016 - Apr. 2021 | *Managing Analyst* | *Phoenix, AZ*

- Accelerated career progression from Financial Analyst to Managing Analyst, demonstrating consistent high performance
- Optimized $55M annual federal funding allocation using SQL, Excel, and Tableau, **resulting in a 60% increase in daycare reimbursement rates and enabling 14,000 waitlisted children to access high-quality childcare**
- Directed a team of 3 analysts, enhancing team performance and **increasing reporting output by 66%** through effective task delegation, report management, and training initiatives
- Engineered strategic financial forecasts and policy proposals, presented monthly to executive leadership, **resulting in a $23M annual reduction in outlays and optimized fund management**
- Formulated a comprehensive quarterly scorecard using SQL, Tableau, and Excel, evaluating 600+ providers on performance metrics, enhancing program transparency and information access via agency website

The Vanguard Group | Aug. 2014 - Dec. 2015 | *Select Services Investment Professional* | *Scottsdale, AZ*

- Guided clients in asset allocation and financial decisions, leading to improved client satisfaction, retention, and **addition of $2.5M in new investments in 6 months**

PROJECTS & ACHIEVEMENTS

Lead Scoring Machine Learning Model

- Developed a lead scoring model using Python (scikit-learn) to optimize the distribution of high-quality leads to sales representatives, **resulting in a 20% improvement in customer subscription**
- Created a feature engineering pipeline to collect and preprocess lead data from BigQuery and Segment using Python in VSCode
- Deployed a full-stack application in GCP that ingested leads from Segment (via Pub/Sub), scored them using the Python model (stored in GitHub), and returned the lead score to Segment for distribution to Salesforce and BI visualization tools (Looker)
- Designed Looker dashboards illustrating customer characteristics and conversion rates based on lead scores for product, sales, and marketing teams and executive leadership

Geospatial Analytics System

- Designed a Python-based solution leveraging agglomerative clustering algorithms to segment 35 regions across North America with equivalent revenue levels, supporting sales team for 2025 company growth plan
- Built a front-end application using Google Sheets and Streamlit enabling sales leadership to self-service sales representative region assignments
- Orchestrated a process in Google Cloud Project using user changes from the front-end application to update a BigQuery table via Pub/Sub, and generate a geospatial map using a Python script
- Programmed an AppEngine-hosted map with a legend visualizing zip code groups, assigned sales representatives and their managers, and 2024 revenue data for sales leadership, improving clarity into sales planning for 2025

Statistical Modeling for Resource Optimization

- Analyzed statistical models evaluating $55M funding allocation using SQL and Python, incorporating various data sources including historical utilization patterns and market rate surveys
- Devised multivariate optimization algorithm balancing provider compensation (achieving 60% rate increase) with service expansion (14,000 new users)
- Authored recommendations to the state legislature on the best strategy for maximizing federal funds, **resulting in the release of all 14,000 children into higher quality service with a 60% improvement in provider rates**

EDUCATION

University of Central Florida | May 2014 | *BS, Finance* | *Orlando, FL*