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| MATT DELAUNE  **Data Analyst**  Data Analyst skilled in Python, SQL, Power BI, and Excel, with a proven ability to turn complex datasets into actionable insights. Leveraging SaaS sales experience to enhance process efficiency and data-driven decision-making, I drive strategies that boost revenue and optimize key performance indicators. | **(832) 768-9273**  [**matt.delaune@gmail.com**](mailto:matt.delaune@gmail.com)  [**Personal Website**](http://www.mattdelaune.wordpress.com)  [**LinkedIn Profile**](http://www.linkedin.com/in/mdelaune)  [**GitHub Portfolio**](http://www.github.com/mattdelaune) | |
| EXPERIENCEDATA ANALYST EXPERIENCE and PROJECTS, Remote January 2023 - Present  Competed complex projects to aid in SQL, Python, and Power BI development.   * [**Ecommerce Market Basket Analysis:**](https://github.com/mattdelaune/SaaS_Cohort_Analysis) **Analyzed 270,000+ sales records** to identify key product pairs, leading to a projected **12% increase in Average Order Value (AOV) and a 15% boost in Customer Lifetime Value (CLV)**. Developed a Power BI dashboard to visualize insights, enabling strategic cross-selling and personalized marketing efforts. **Tools**: PostgreSQL (psql), Python, Power BI. * [**SaaS Customer Segmentation and Cohort Analysis:**](https://github.com/mattdelaune/Ecommerce_Market_Basket_Analysis) **Analyzed 5,000+ SaaS transactions** to identify high-impact customer segments. Implemented data-driven strategies, with estimated **increases of 10% in Gross Dollar Retention, 20% in CLV Growth, and 15% in Expansion MRR** through targeted retention and personalized engagement initiatives. **Tools:** Python (Pandas), Jupyter Notebooks. * [**RFM Analysis Power BI Multi-Page Dashboard:**](https://github.com/mattdelaune/Retail_RFM_Analysis) **Conducted an in-depth RFM analysis on 123,000+ sales records** using advanced DAX formulas and Power BI, resulting in a projected **15% increase in Customer Retention Rate (CRR), a 12% boost in Revenue per User (RPU), and an 18% growth in CLV** through targeted marketing strategies and dynamic, interactive dashboards. **Tools**: DAX, Power BI, Power Query.  ROBOMQ, Remote ***Account Executive******; iPaaS, SaaS |*** January 2023 - Present   * **Enhanced client acquisition** by 20% with data-driven prospecting and optimized sales funnel strategies, leveraging analytical techniques to improve conversion rates. * **Exceeded $960K annual quota** by 15%, reducing the sales cycle by 10% using Excel-driven process optimization.  BOTKEEPER, Remote ***SaaS Business Development Representative |*** March 2022 – November 2022   * **Analyzed sales data** to identify high-potential leads, achieving 120% of demo quotas and contributing to a 20% increase in conversions. | | EXPERTISE SQL (PostgreSQL, MySQL), Power BI, Python (Pandas, Numpy, Matplotlib & Seaborn), GitHub, Excel, Anaconda, CMD EDUCATION & CERTIFICATIONSThe University of Houston, C. T. Bauer College of Business, BBA in Finance, Houston, TX, December 2020Microsoft Power BI Data Analyst Associate Certification | 2024DataCamp Data Analyst in Power BI Certificate | 2024IBM Data Analyst Professional Certificate | In ProgressSKILLS Data Interpretation and Analysis, Data Cleaning and Manipulation, Data Modeling, Business Intelligence, Communication and Presentation, Data Visualization, Market and Industry Knowledge, Statistical Analysis, Client Relationship Management |