

# MATT PALMER

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## EXPERIENCE

### Senior Data Analyst— Product, Core

*AllTrails*

June 2021 - Present

*San Francisco, CA*

- Built a custom anomaly detection and notification system for Google BigQuery using Facebook's Prophet library (Python).
- Researched and provided exploratory analysis on a bi-weekly cadence to inform product improvements pertaining to conversion, engagement, and retention.
- Improved data modeling and created views using our dbt-like pipeline tool (Google Dataform— SQL/JavaScript).
- Pioneered improvements in event metadata tracking and implementation. Assisted in doubling both the absolute number of events and the total count of events fired in under 3 months.

### Freelance Data Analyst/Consultant

*Freelance*

October 2020 - Present

*Salt Lake City, UT*

- Built a Python (scrapy) bot to extract and process golf course JSON for use in a mobile application. Launched a DigitalOcean server to host the process and executed it as a cron job.
- Designed and implemented a way to programmatically access GHIN data (golf handicaps) using Python.

### Senior Data Analyst, Analytics Engineer

*Storyblocks*

January 2020 - June 2021

*Arlington, VA*

- Worked across teams with engineers, product managers, and designers to build and launch new products, design A/B Tests, and formulate OKRs.
- Helped maintain our ETL & Attribution infrastructure, assisting in the redesign of both platforms.
- Designed and built SCD Type-2 table to log user-id changes using Databricks Delta Lake and structured streaming.
- Built a system for creating and refreshing external and materialized views using Databricks and Redshift Spectrum.

### Debt Valuation Analyst

*Chatham Financial*

July 2018 - December 2019

*Kennett Square, PA*

- Aggregated and cleaned data on CRE debt and lending rates. Worked with statistical and graphical tools to analyze, mutate, and present information.
- Leveraged Python & Excel to assist teammates and improve workflow efficiency.

### Admissions Fellow & Student Academic Mentor

*Swarthmore College*

August 2015 - May 2018

*Swarthmore, PA*

- Conducted interviews & synthesized reports for Swarthmore applicants to inform admissions decisions.
- Mentored students to resolve academic and social issues.

## TECHNICAL SKILLS

SQL

Git

Python

JavaScript

Databricks

Apache Superset

Dataform (dbt)

Redshift/Postgres/BigQuery

Statistics

A/B testing

Event taxonomy/governance

Amplitude

## FORMAL EDUCATION

### Swarthmore College

August 2014 - May 2018

*Majors:* Physics & Economics, *GPA* - 3.7

*Relevant courses:* Stat-mech, Quantum, Analytic- & Electro-dynamics, Linear Algebra, Differential Equations

*Research:* Econometrics; plasma & nuclear physics.

*Sports:* Baseball— Led team to 1<sup>st</sup> conference/regional championship & 1<sup>st</sup> NCAA Tournament appearance.

## HOBBIES



Hiking



Weightlifting (local/national)



Snowboarding



Nonfiction



Bouldering



Coffee



Scripting



Data



Writing