Mark S. Fellhauer, D.Mgt, MBA

Decision Scientist | Analytics Engineer | Financial Services Analytics Leader
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Analytics Engineer Profile

Analytics Engineer with deep expertise in Snowflake, ETL pipelines, and cloud-based data transformation. Experienced in transforming unstructured mortgage and consumer-behavior datasets into production-ready tables, supporting predictive modeling, dashboards, and enterprise decision-making. Skilled in Snowflake engineering, JSON ingestion, task automation, R statistical modeling, SQL optimization, and regression/mediation analysis. Known for building scalable, high-performing pipelines that improve efficiency, reduce compute costs, and deliver accurate insights to leadership.

Core Strengths

Snowflake Data Engineering | ETL Development | JSON/Raw Data Transformation | Data Pipeline Automation | SQL & Window Functions | dbt (in-progress) | Regression & Mediation Modeling | R Statistical Analysis

Technical Skills

Cloud & Data Engineering: Snowflake (Data Modeling, Clustering, Tasks, Streams), dbt, SQL (Advanced, Window Functions, Query Optimization), ETL/ELT Pipeline Design, JSON/Structured Data Transformation, Data Warehousing, Git

Analytics & Statistical Tools: R (Regression, Mediation Analysis, ANOVA, SEM), Python (Pandas, NumPy), Excel (Advanced, Pivot Tables), Tableau, Power BI, Data Visualization, Experimental Design

Other Tools & Skills: Linux/Windows environments, Version Control (Git/GitHub), Workflow Automation, Documentation & Reporting, Agile Methodology

Professional Experience

SchoolsFirst Federal Credit Union   Tustin, California
Lead Analytics Engineer (*Data Analyst II- HR Title*)
Primary analytics engineer and point of contact for the data team in the real estate division. Led multiple data efforts, including the deprecating of outdated reports, re-design of department dashboards, and assisted with organizational re-design. Key accomplishments include:

- Built production-ready Snowflake tables from raw JSON mortgage and consumer logs, enabling forecasting, risk modeling, and underwriting analytics.
- Led migration of legacy SSRS/SSMS reporting into Snowflake, deprecating ~50% of reports, improving performance, reducing compute cost, and eliminating redundant analytics code.
- Designed and maintained scalable ETL pipelines, including JSON ingestion and transformation, converting raw operational data into analyst-ready datasets consumed across multiple departments.
- Established analytics standards and best practices (model design, query optimization, cost control), serving as the primary SME for cloud analytics architecture and modernization efforts.
- Automated manual and ad hoc reporting workflows through SQL optimization and ETL redesign, improving data freshness, reliability, and analyst productivity.
- Acted as primary analytics partner to real estate leadership, advising on data strategy, reporting deprecation, and organizational redesign initiatives.

*April 2023- Present

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Experian   Costa Mesa, California
Senior Data Analyst
Analytics owner for customer experience, premium subscription, and revenue operations (ECS).

- Developed and maintained analytics-ready datasets supporting subscription revenue, churn modeling, and customer experience analysis.
- Designed and delivered scalable reporting models and dashboards adopted by senior leadership to drive retention strategy, revenue optimization, and operational decision-making.
- Partnered closely with Data Science and ML teams to operationalize marketing performance and funnel analytics, ensuring analytical outputs were production-ready and decision-focused.
- Standardized key business metrics for subscription health and customer behavior, reducing ad hoc analysis and improving alignment between analytics, marketing, and revenue operations.
- Delivered behavioral and cohort analytics, informing product, pricing, and revenue strategy.

*August 2022- April 2023

Mr. Cooper
Senior Business Analyst   Irvine California
Supported executive decision-making through analytics, prioritization models, and financial impact studies.

- Created cost-benefit and impact analyses for high-value initiatives across all business channels.
- Redesigned project intake and prioritization framework, ensuring alignment with senior leadership.
- Developed operational reporting and analytics around loan tracking, project ROI, and performance management.
- Led recurring senior leadership meetings for project prioritization and strategic planning.

*June 2019- August 2022

F&B Acquisition Group, LLC
Secondary Market Manager/ Senior Business Analyst   Saint Louis, Missouri

- Built data architecture that reduced delivery-to-funding timelines by 60%, increasing profitability by 30%.
- Co-managed secondary market operations: lock desk, pricing, vendor management, and data analytics.

*May 2017- June 2019

Adjunct Professor Roles (Webster University, Stephens College)   Columbia, Missouri
Taught Strategic Management, Finance, Economics, Leadership, and Capstone courses (2013–2022).

- Designed and delivered graduate-level coursework; recognized for teaching analytical decision-making frameworks.

*October 2013- January 2022

Education

Doctor of Management: Management Sciences & Quantitative Methods. Webster University, December 2025

Master of Business Administration, Finance. Webster University, March 2010

Bachelor of Science, Economics. University of Missouri-Saint Louis, May 2003