

# BEN KIRTON

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## PROFESSIONAL EXPERIENCE

**Auctane** - Austin, TX *Data Analyst - Product Analytics - ShipStation.com*

**July 2023 – Current Date**

*Shipping and fulfillment solutions for anyone*

- Worked on a team tasked to improve the shipstation website user experience
- Designed and implement dashboards using Looker to provide insights into various aspects of the user funnel
- Designed and analyzed A/B tests to introduce new product features, reduce time to desired action, and improve user experience
- Core member of a full cycle data science/analysis team with responsibilities including problem definition, data cleaning, modeling, validation, visualization, and reporting
- Led an A/B test that boosted credit card entries before the 30 day mark from 58% to 64%. This test also increased conversions during the 30-34 day window from 51% to 58%, accelerating SAAS revenue recognition
- Help design and implement growth data warehouse to improve A/B testing workflow and analysis turnaround time

**Sciplay** - Austin, TX *Data Analyst – Gold Fish Casino Slots*

**Jan 2022 – May 2023**

*Mobile Social Casino Game Developer with a large portfolio of slot games*

- Collaborated with stakeholders in weekly data-driven meetings, providing valuable insights and analysis on the game's health and various features
- Managed and executed A/B tests, delivering comprehensive analysis and recommendations to stakeholders
- Led analytics for Goldie's Match and Player inbox features. Goldie's Match increased retention and engagement metrics by ~5% and the player inbox enabled the marketing team to send surveys directly to the player base
- Utilized SQL and Tableau to design and develop interactive dashboards for various teams and features
- Collaborated with various stakeholders to design, develop, and validate analytics for new features and dashboards
- Created comprehensive documentation for workflows and best practices related to various internal tools and tables, leveraging Confluence as a knowledge-sharing platform within the team

**Green Imaging** - Remote, *Data Analyst*

**Dec 2020 – Jan 2022**

*Healthcare startup focused on reducing the cost of medical imaging procedures*

- Contributed to the development of an internal database utilizing PostgreSQL to efficiently store pricing and location information for over 1100 clinics
- Conducted quantitative analysis of medical claims data using Python and Excel, providing insights into cost trends, utilization patterns, and performance metrics
- Developed comprehensive utilization, savings, and census reports for both internal and external stakeholders, enabling data-driven decision-making and enhancing transparency
- Developed a Python script that successfully mapped client locations with Green Imaging Clinic locations, resulting in the acquisition of multiple new customers

## ADDITIONAL EXPERIENCE

**Telluride Ski and Snowboard School** - Telluride, CO - Ski Instructor

**Nov 2018 - Mar 2020**

- Taught skiing to diverse age groups, developed communication and mentorship skills, and obtained PSIA level one certification.

## SKILLS

**Data Analysis & Visualization:** Advanced SQL, Python (Pandas, NumPy), Tableau, Looker, LookML

**Cloud Platforms & Data Warehousing:** Google Cloud Platform (GCP), BigQuery, Snowflake, Redshift

**Version Control & Collaboration:** Git, GitHub

**Experimentation & Testing:** A/B Testing design, analysis, and implementation

## EDUCATION

**Southern Methodist University**, *Dedman College of Humanities and Sciences*

B.S. Applied Mathematics