Jonathan Papir

papir805@gmail.com | Portfolio | GitHub | LinkedIn | San Jose, CA

SUMMARY

Data analyst and math teacher with a penchant for communicating complex ideas to technical and non-technical audiences. Highly motivated to drive insights, build efficient queries, and automate reporting by leveraging my strong analytical and technical skills in SQL, Excel, Tableau, and Python.

SELECTED DATA PROJECTS

- **ElectroniCart Sales Analysis** | [full project 🔗]: Cleaned 108k transaction records from an electronics retailer in Excel. Normalized into Google BigQuery and performed an analysis in SQL examining trends in sales, refunds, and the loyalty program. Found that four products account for 96% of sales, two of which have refund rates (12% & 11%) over twice the average (5%), and loyalty program sales volume has consistently outperformed regular customers since 2021, with typical orders now being ~$30 more. Provided recommendations to the loyalty team on expanding the program's offerings and to the inventory team on minimizing the revenue lost from refunded purchases.
- **Bot Battles Player Analysis** | [full project 🔗]: Cleaned 35k rows of player data and in-game activity using SQL and Python's Pandas/Matplotlib to investigate user engagement patterns. Conducted regional and seasonal analysis, discovering players from Mexico contribute 78% of points scored yet constitute only 22% of the user base, and activity exhibits seasonality, peaking between 4-6 pm during spring/summer and 6-8 pm during fall/winter, for use by the marketing team to time ad campaigns and target specific demographics.
- **TelePulse Ad Campaign Report** | [full project 🔗]: Automated cleaning of monthly lift and spend ad data and calculation of cost per visitor, cost per acquisition, and conversion rate in Python. Analyzed $200k in spending from 6K records over two months and 28 marketing channels to assign rankings based on average performance in each metric. Produced visuals in Matplotlib and summarized analysis in Google Slides recommending channels for increased and decreased ad spend.

PROFESSIONAL EXPERIENCE

Fusion Academy   **Los Gatos, CA**
Math Teacher   *September 2016 - Present*

- Authored 100+ presentations and supplemental materials designed to communicate complex statistics and calculus content using 30% less instructional time, now regularly used by the math department for their efficacy.
- Collaborated with the administration team to bolster academic integrity by implementing teacher-proctor communication procedures and standards that eliminate ambiguity during testing.
- Designed and implemented a technology-based system that facilitates richer in-person lectures, adopted by four math teachers for their classes, collectively affecting 50+ students per year.

Underground Communications   **San Jose, CA**
Reporting Analyst   *September 2011 - September 2016*

- Created weekly and monthly Excel reports communicating the number of leads generated for property damage incidents, the number of radio transmissions, and various other KPIs to clients and the CEO.
- Regularly completed ad hoc reporting requests segmenting incidents by type of damage, property value, and other factors to be used by the sales team for marketing and revenue generation through service contracts.

EDUCATION

San Jose State University   **San Jose, CA**
Bachelor of Science, Business Administration - International Business   *2011*

SKILLS & MISCELLANEOUS

Skills: Python, SQL, R, Tableau, Excel, Google Cloud Platform, Airflow, Google BigQuery, Docker, DBT, Git
Fun Fact: Led competitive Counter-Strike team in high school and won CA Amateur League Pro Division