




Jonathan Papir

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SUMMARY

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

DATA PROJECTS & EXPERIENCE

- **ElectroniCart Sales Analysis** | [[full project](#) ]: Cleaned 108k electronic retailer transaction records in Excel and made pivot tables examining MoM sales and refund growth rates. Wrote SQL queries in Google BigQuery and built Tableau dashboards to answer sales and operations stakeholder questions. Identified two products with refund rates twice the 5% average, and loyalty customer orders are now ~\$30 more, first surpassing regular customers in 2021. Proposed changes to expand the loyalty program and minimize revenue loss from refunds.
- **Quality Health Marketing Campaign Report** | [[full project](#) ]: Developed two interactive Tableau dashboards and wrote SQL queries to assist the marketing team in evaluating the performance of twelve marketing campaigns and their impact on signups and subsequent patient claims. Offered budget allocation advice for future campaigns based on marketing, signup, and claim metrics, including click-through rate, cost per click, cost per signup, and average claim amount after analyzing ~17k signups and ~50k claims.
- **Bot Battles Player Analysis** | [[full project](#) ]: Utilized SQL to clean 35k rows of user gaming data. Investigated player activity by conducting regional and seasonal analysis for marketing stakeholders using Python's Pandas & Matplotlib. Discovered players from Mexico contribute 78% of points scored yet constitute only 22% of users, and activity peaks between 4-6 pm during spring/summer and 6-8 pm during fall/winter. Provided recommendations for targeting specific demographics and timing ad campaigns.

PROFESSIONAL EXPERIENCE

Fusion Academy

Math Teacher

Los Gatos, CA

September 2016 - Present

- Documented daily class attendance, performance, and behavior in Salesforce and monitored trends to unearth areas for improvement. Identified intervention opportunities to ensure learning targets were met or exceeded.
- Led quarterly inter-department meetings informed by Salesforce data to establish alignment across subjects and teaching teams. Communicated progress toward learning targets and set individualized student goals.
- Collaborated with senior leadership to eliminate ambiguity during testing by standardizing procedures across departments and implementing direct teacher-proctor communication channels.
- Identified curriculum inefficiencies and overhauled statistics and calculus content. Authored 100+ presentations and supplemental materials that cut instructional time by 30%, which are now part of the standard curriculum.

Underground Communications (UGC)

Reporting Analyst

San Jose, CA

September 2011 - September 2016

- Collaborated with the CEO to refine reporting requirements for informational lead KPIs, such as error rates, response times, and lead counts, to benchmark against competitors and inform market expansion decisions.
- Created dozens of monthly Excel reports describing the distribution of lead types across 30+ service regions and circulated them to upper management clients to aid in optimizing their resource allocation.
- Supported the sales team in marketing to new clients through ad hoc requests for informational lead data segmented by type of damage, property value, geography, time of day, and other factors.

EDUCATION

San Jose State University

Bachelor of Science, Business Administration - International Business

San Jose, CA

2011

SKILLS & MISCELLANEOUS

Skills: Python, SQL, R, Tableau, Excel, Google Cloud Platform, Airflow, Google BigQuery, Docker, DBT, Git