

WARREN FENG

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SUMMARY

Data expert w/ ~8 years driving business impact through strategic insights & analytics. Experience scaling automated reporting systems, predictive modeling, and translating complex data into executive-level recommendations. Proven track record of delivering \$11M+ in incremental revenue via data-driven solutions

EDUCATION

UNC-Chapel Hill – *B.A. Economics, Minor: Chemistry & Entrepreneurship* (2017)

EXPERIENCE

Sr. Data Analyst | Inmar Intelligence | 2022-25

- Scaled Incentives Lift reporting across Kroger, Publix & other retailers, driving ~\$6M incremental revenue via algorithmic promotional lift methodology
- Developed automated framework reducing new item performance tracking from days to minutes, enabling rapid strategic decision-making
- Designed & launched Brandsite analytics platform from conception, supporting \$1.5M/yr client marketing spend w/ comprehensive dashboards
- Created custom GPT assistant for analysts, automating dataset ingestion & exploratory analysis, significantly boosting validation & visualization workflows
- Mentored analysts through code reviews, training sessions, and project guidance, improving team efficiency and analytical quality

Data Analyst | Red Ventures (CNET) | 2021-22

Operations Analyst | Red Ventures (AllConnect) | 2020-21

- Led post-acquisition data integration strategy for CNET, building executive dashboards in Tableau & architecting pipelines in Google BigQuery
- Automated reporting infrastructure and A/B testing frameworks for high-traffic consumer platforms
- Built predictive forecasting models for call volumes, generating \$50-100K monthly revenue growth via improved resource allocation
- Managed intern @ CNET, providing thorough guidance thru training that led to a full-time return offer
- Selected for competitive internal Data Science accelerator - capstone project optimized affiliate revenue via predictive modeling in Python

Business Analyst | Brooklyn Nets | 2019-20

Jr. Pricing Analyst | New York Islanders | 2018-19

- Performed advanced analytics using clustering techniques to analyze ticket demand patterns, delivering season ticket pricing strategies that increased net revenue by \$2.7M (+53.5%) for Nets and \$980K (+47.8%) for Islanders
- Built dynamic pricing models incorporating historical performance data, seasonality, opponent

SKILLS

Programming: SQL, R/R Shiny, Python (scikit-learn, pandas, numpy), LookML

Data Platforms / Tools: Google BigQuery / GCP / GA, Excel, Git, Tableau, Looker

Techniques: Predictive Modeling, Statistical Forecasting, A/B Testing, Regression Analysis, Clustering