Project 3:
Cohorted Marketing Funnel Performance Tracker (dbt/Lighdash)

In my role at Wonders, I leveraged dbt to extract data from Snowflake, applying specific logic to transform the data for analysis.

This processed data was then utilized to build an interactive, real-time dashboard in Lightdash, focused on monitoring cohorted marketing funnel performance.

The dashboard provides insights into the efficacy of various marketing channels and tracks lead conversion through different funnel stages.

This project involved handling confidential data, emphasizing the importance of security and discretion in my approach.