Kevin Tran

Data Analyst | Junior Data Analyst

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PROFESSIONAL SUMMARY

Data analyst with five years in e-commerce and subscription analytics, working in SQL, dbt and Looker on Snowflake. Turns vague questions from marketing and product into clear metrics, tested hypotheses and dashboards with defined owners. Known for fixing metric definitions so leadership trusts the numbers.

PROFESSIONAL EXPERIENCE

Data Analyst *Feb 2023 — Present*

Coastline Outfitters Online · Vancouver, BC

- Built dbt models and a Looker explore for subscription retention, giving marketing a single definition of churn after three teams had reported three different numbers.
- Analyzed 14 checkout A/B tests with product managers, recommending two changes that together raised conversion on mobile by about 3%.
- Created a cohort dashboard showing repeat purchase by acquisition channel, which led marketing to shift budget away from two paid channels with low second orders.
- Added automated data quality tests in dbt for 25 core tables, catching broken source loads before they reached Monday executive reports.

Junior Data Analyst *Jun 2021 — Jan 2023*

Fraserview Insurance Brokers · Burnaby, BC

- Automated monthly policy renewal reporting with SQL and Python, cutting preparation time from two days to two hours for the operations manager.
- Built a Power BI dashboard for claims turnaround by adjuster and region, used by supervisors in weekly workload meetings.
- Investigated a gap between finance and operations premium totals, tracing it to duplicated endorsements and documenting the fix with the data team.

EDUCATION

BBA, Business Analytics — Pacific Shore University *2021*

SKILLS

Technical: SQL, Snowflake, dbt, Looker, Python (pandas, statsmodels), A/B test analysis, Cohort and retention analysis, Excel, Data modeling, Git, Stakeholder interviews, Data quality checks

Certifications: Microsoft Certified: Power BI Data Analyst Associate