

Maya Fernandez

Data Analyst | Product metrics, experimentation and reporting

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PROFILE

Data analyst with three years of experience turning product and revenue data into decisions. Builds reproducible SQL models, clear dashboards and written recommendations for non-technical teams.

SKILLS

SQL, Python, pandas, dbt, BigQuery, Tableau, Excel, experimentation, data quality, stakeholder communication

EXPERIENCE

Data Analyst — Meridian Commerce | 2024–Present

- Rebuilt the weekly retention model in dbt, resolving three definition conflicts and cutting report preparation by six hours per week.
- Analyzed checkout abandonment across five markets and identified a payment failure affecting 8% of mobile sessions.
- Created a metric dictionary with owners and tests for 42 product measures used by product, finance and support teams.

Junior Analyst — Cobalt Research | 2022–2024

- Automated recurring spreadsheet checks with Python and reduced manual validation time by 70%.
- Presented monthly findings to six client teams using concise charts, assumptions and confidence limits.

SELECTED PROJECTS

Public transport reliability study: Cleaned 1.2 million public arrival records, documented missing-data rules and published a reproducible notebook.

EDUCATION

BSc, Economics and Statistics — Example University, 2022