Daniel Brooks

Senior Data Analyst

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I turn messy business data into decisions people can actually use.

EXPERIENCE

Senior Data Analyst 2023 - Present

Northshore Retail | Phoenix, AZ

- Built a weekly demand model that cut overstock 14% and freed $1.8M in working capital.
- Replaced a 40-tab spreadsheet with a single Looker dashboard that store operations now open every morning.
- Led a regional pricing experiment that raised margin 90 basis points in one quarter.

Data Analyst 2020 - 2023

Helio Logistics | Phoenix, AZ

- Designed on-time delivery reporting that cut exception calls by 22%.
- Automated a daily route-quality report and gave the team back about eight analyst hours each week.
- Worked with operations to flag late-risk loads 12 hours earlier than the previous process.

Junior Analyst 2018 - 2020

Arroyo Credit Union | Tempe, AZ

- Built a member-churn model that identified at-risk accounts 30 days sooner.
- Wrote the first SQL style guide the analytics team still uses.
- Supported monthly asset-quality reviews with a pack leadership could walk through without a follow-up meeting.

SELECTED WORK

Demand and inventory model | Northshore Retail, 2024

Weekly demand model from sales, promotions, and lead times. Result: 14% less overstock, $1.8M in working capital freed.

Late-risk load alerts | Helio Logistics, 2022

Alerts from GPS pings, appointment windows, and historic dwell times. Result: 12 hours earlier warning, 22% fewer exception calls.

Member churn early warning | Arroyo Credit Union, 2019

Weekly list for branch teams with one recommended action. Result: at-risk accounts flagged 30 days sooner.

SKILLS

Analysis: SQL, Python, experiment design, forecasting, statistics, metric definition
Tools: Looker, dbt, BigQuery, Tableau, Excel, Git
Communication: Executive decks, operator workshops, clear writing, stakeholder interviews

EDUCATION

B.S. in Statistics, Arizona State University 2018

dbt Fundamentals (2022) | Google Data Analytics Certificate (2021) | Sample credentials.

Sample resume for a fictional candidate. Daniel Brooks is not a real person.