URSULA STAUDER

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CAREER PROFILE

Data enthusiast looking for a challenging position that will utilize my passion for data accessibility, and strong technical skills. Certified MCSA in Business Intelligence Reporting. Check out dionyziuz.com to see the artificial intelligence art project I work on in my free time.

QUALIFICATIONS

Analytics/Programing: Advanced SQL scripting, Presto, Redshift, Google Big Query, Python, ETL, MySQL, PostgreSQL
Visualization: Excel, Microsoft Power BI, Amazon QuickSight, Looker, Tableau, Google Data Studio
Data Skills: BI & sales reporting, requirements gathering, stakeholder management, data modeling, data architecture

WORK EXPERIENCE

Unity Technologies   7/2022-present
Lead, Data Analytics

- Manage a team of 2 data analysts and 1 data scientist through 1 merger and 1 acquisition, overseeing seamless transitions and ensuring continued productivity and collaboration during uncertainty and change
- Support 30+ stakeholders by collecting requirements for gaps in available self-service data tooling and repetitive analyses, designing and modeling scalable data solutions, and building solutions through Agile development cycles
- Model and develop integrated reporting systems visualized in QuickSight by merging data from multiple distinct sources via ETL jobs, which streamlined performance metrics reporting and pacing for multiple business teams and senior leadership, automating previously manual processes and greatly improving data visibility and accessibility
- Train stakeholders on data visualization best practices, effective data storytelling, and self-service data tools available in QuickSight, Looker, and Tableau, empowering business teams with data solutions to foster data-driven decision making
- Engineered and implemented a GitHub query repository from 0 to 1 that interfaces with DataGrip, cultivating global knowledge sharing among the data analyst team, streamlining workflows, and reducing redundant query writing
- Oversaw the development of a QuickSight dashboard that consolidated client configuration settings, enabling efficient review, which resulted in a $145k profit uplift by allowing business teams to identify and fix incorrect settings at scale

ironSource (merged w/ Unity Technologies in 7/2022)   3/2021-6/2022
Business Intelligence Analyst

- Developed a classification predictive model utilizing Python libraries—FuzzyWuzzy, NLP, Pandas, and NumPy—achieving a 96.8% accuracy rate in cross-platform phone app matching via bundle IDs, resolving a critical business issue by significantly enhancing bundle matching from an approximate 30% match rate based on exact names to an improved fuzzy matching capability
- Developed a working relationship and workflow with a cross-country team and built a comprehensive data dictionary out of their previously undocumented and inaccessible data source
- Analyzed A/B test performance, user LTV, data science model changes, and network volatility using SQL, Excel, and Google Sheets, and presented findings to senior leadership

Santa Cruz Nutritionals   8/2019-2/2021
IT Business Systems Analyst I

- Leveraged Agile techniques to identify requirements for data-driven solutions and constructed Power BI, Tableau, and SSRS reports that queried over 2 million rows of data
- Conducted an analysis of factory floor accident data and created Power BI reports for senior management that provided insights for actionable safety improvements, resulting in a 53% reduction in the Recordable Incident Rate
- Designed data models, created data dictionaries, and advised the IT department on Power BI best practices

Avanade Inc.   9/2018-8/2019
Data Analyst, Advanced Analytics

- Collaborated with Agile Scrum teams to deliver data-driven solutions by gathering client requirements, creating data flow diagrams, engineering data models, building scalable data deliverables, and conducting stakeholder demos
- Designed and developed business intelligence dashboards in Power BI analyzing and visualizing over 2.8 billion rows of data, and created comprehensive data visualization style guides
- Performed sentiment analysis, language detection, and key phrase analysis using Microsoft Cognitive Services Text Analytics in Power BI and in Jupyter Notebooks using Python
- Built data pipelines in Azure Data Factory for seamless data movement between multiple Azure Cloud Services

EDUCATION

B.A. in Economics and Mathematics, *University of California, Santa Cruz*, GPA: 3.8/4.0