

JULIAN MERCER

DATA ANALYST

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PROFESSIONAL SUMMARY

Data Analyst with 7+ years of experience translating product, customer, and operational data into decisions at Google, Uber, and Airbnb. Builds trusted SQL models and dashboards that improve conversion, retention, forecasting, and executive planning.

CORE SKILLS

SQL | BigQuery | Python | Excel | Looker | Tableau | Data modeling | Experiment analysis | Cohort analysis | Forecasting | Data quality | Statistics | Stakeholder communication | Metric design | ETL

PROFESSIONAL EXPERIENCE

Senior Data Analyst Google, Mountain View, CA

Jul 2022 - Present

- Built BigQuery funnel models across 240M monthly search sessions, identifying onboarding friction that improved activation 12% after launch at scale.
- Designed 18 Looker dashboards with governed metric definitions, reducing conflicting weekly reports 63% across Product and Marketing for executive operating decisions.
- Analyzed experiment results with statistical guardrails and recommended 11 launches that generated an estimated \$28M in annualized revenue across governed reporting workflows.
- Automated quality checks across 46 tables, saving 320 analyst hours per quarter and raising freshness SLA attainment to 98% for dependable weekly reporting.
- Segmented churn across seven markets, informing lifecycle changes that improved 90-day retention 6 points.
- Created an analysis-review rubric for assumptions, uncertainty, and reproducibility, reducing material revisions in executive readouts 36% in subsequent planning cycles.

Data Analyst Uber, San Francisco, CA

May 2019 - Jun 2022

- Created SQL supply-and-demand forecasts for 32 cities, reducing peak-hour rider wait times 9% while maintaining driver utilization for regional operating teams.
- Reconciled finance and marketplace definitions for gross bookings, eliminating a 4.7% variance in monthly operating reviews.
- Built cohort reporting for driver onboarding that revealed a 17% document-dropoff rate and guided a flow redesign that recovered 38,000 applicants at scale.
- Evaluated incentive pilots with Operations, reallocating \$6.4M toward programs with 22% higher incremental trip lift and clear metric ownership across regional programs.
- Published a metric dictionary with accountable owners for 64 marketplace measures, cutting recurring definition disputes by half with documented metric ownership.

Business Data Analyst Airbnb, San Francisco, CA

Aug 2016 - Apr 2019

- Developed Tableau market-health scorecards for 120 destinations, shortening weekly performance reviews from two days to three hours for executive operating decisions.
- Analyzed booking cancellations by property, policy, and lead time, shaping host guidance that reduced avoidable cancellations 8% across governed reporting workflows.
- Standardized event tracking for 14 guest workflows, increasing trusted analytics coverage from 69% to 94%.
- Prepared executive analyses connecting search availability to conversion, influencing inventory investments in 18 constrained markets in subsequent planning cycles.
- Built a reusable analytical intake process that clarified the decision, population, metric, and delivery deadline before work entered the team queue.

EDUCATION

B.S. in Statistics, University of California, Berkeley, Berkeley, CA

CERTIFICATIONS

Google Data Analytics Professional Certificate | Tableau Desktop Specialist | Microsoft Power BI Data Analyst