JULIAN MERCER

SENIOR DATA ANALYST

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PROFESSIONAL SUMMARY

Senior Data Analyst with 9+ years leading analytics for growth, pricing, and product teams. Frames ambiguous questions, designs trustworthy metrics, and influences roadmap and budget decisions while mentoring analysts and raising the standard of analytical work.

CORE SKILLS

Advanced SQL | Product analytics | Experimentation | Metric design | dbt | Looker | Tableau | Python | Cohort analysis | Stakeholder influence | Forecasting | Mentoring | Data storytelling | A/B testing

PROFESSIONAL EXPERIENCE

Senior Data Analyst, Growth Mar 2022 - Present
Uber, San Francisco, CA

- Led analytics for a rider-retention program, identifying the onboarding step that explained 34% of early churn and guiding its redesign.
- Partnered with data science on a pricing experiment readout that informed a rollout expected to add $6M in annual revenue.
- Mentored four analysts through code reviews and storytelling workshops, with two promoted within 18 months and all four presenting their own readouts to directors.
- Presented quarterly reviews to the growth vice president, turning trends into three funded investments.
- Defined a metric tree for active riders with finance and product, ending recurring disputes in quarterly planning reviews for every team.

Data Analyst Jun 2020 - Feb 2022
Shopify, Ottawa, ON

- Analyzed merchant funnel data to find checkout drop-off patterns, supporting a redesign that lifted completion 2.4 points across new and returning stores.
- Built a weekly executive scorecard of 18 metrics in Looker used by leadership across five product groups to review progress.
- Standardized SQL style and testing practices across the analytics team, reducing incorrect report incidents 40% over a year and speeding code review.
- Partnered with engineers to instrument 14 new product events, giving reliable activation data.

Data Analyst Mar 2019 - May 2020
HubSpot, Cambridge, MA

- Analyzed trial-to-paid conversion for small-business customers in SQL, pointing the growth team to a sign-up step that lost about 9% of users.
- Built a Looker dashboard of weekly activation by acquisition channel that marketing used to move spend toward higher-converting sources.
- Ran a monthly SQL clinic for 15 marketers, cutting basic requests to the analytics team by a quarter.
- Documented lead-scoring logic in a one-page guide for sales operations.

Junior Data Analyst Jul 2017 - Feb 2019
Expedia Group, Seattle, WA

- Produced weekly booking and conversion reports in SQL and Excel for the lodging marketing team, with notes on what moved and which campaigns explained it.
- Automated data refreshes in Tableau, giving stakeholders same-day access to campaign performance and ending the Monday scramble to rebuild static spreadsheets.
- Joined supplier and booking tables to flag 12 properties with unusually high cancellation rates.

EDUCATION

B.S. in Applied Mathematics, University of Washington, Seattle, WA

CERTIFICATIONS

dbt Analytics Engineering Certification | Google Advanced Data Analytics Certificate