JULIAN MERCER

SQL DATA ANALYST

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PROFESSIONAL SUMMARY

SQL Data Analyst with 6+ years writing and tuning queries across Snowflake and Redshift for retail and travel teams. Turns raw tables into trusted metrics, cohort reports, and dashboards that finance and product leaders use every week.

CORE SKILLS

SQL | Snowflake | Amazon Redshift | PostgreSQL | Window functions | CTEs | Query optimization | Cohort analysis | Data dictionary | Tableau | Excel | Python | dbt | Metric definitions

PROFESSIONAL EXPERIENCE

Senior Data Analyst Mar 2023 - Present
Expedia Group, Seattle, WA

- Wrote window-function and CTE queries in Snowflake that built a booking funnel model for 30 markets, replacing six conflicting spreadsheets.
- Rewrote a slow revenue query with partition pruning and pre-aggregated tables, dropping runtime from 42 minutes to under four.
- Defined 25 certified metrics in a shared SQL layer with tests for nulls and duplicates, which cut metric disputes in quarterly reviews.
- Taught a monthly SQL clinic for 40 analysts covering joins, deduplication, and query plans, and kept a shared library of reviewed snippets.
- Audited 150 scheduled queries for unused or duplicated logic, retiring 40 and saving warehouse credits for the analytics group.
- Built a self-serve revenue view with row-level security so regional finance leads see only their own markets in every report.

Data Analyst Jul 2020 - Feb 2023
Starbucks, Seattle, WA

- Queried store transaction data in Redshift to size loyalty offers, and results guided a campaign that raised repeat visits by 3% in test regions.
- Built cohort retention tables with self-joins and date spines, giving the marketing team a weekly view they had never had before.
- Reconciled point-of-sale and ledger tables each month, finding a recurring timestamp mismatch that had hidden about 0.4% of daily sales.
- Created parameterized views for regional managers so they could pull store results without waiting on an analyst for each request.
- Documented table definitions and join keys in a data dictionary covering 60 tables, which shortened onboarding for new analysts.
- Wrote SQL tests for referential integrity between orders and customers, catching orphaned records before the weekly executive pack.
- Partnered with supply chain analysts to model store-level waste with conditional aggregation, which pointed to three pastry items to reduce.

EDUCATION

B.S. in Information Systems, University of Washington, Seattle, WA

CERTIFICATIONS

SnowPro Core Certification | Oracle Database SQL Certified Associate