DANIELA WHARTON

Analytics Manager

CONTACT

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Brooklyn, NY 📍
LinkedIn 💼

EDUCATION

B.S.
Mathematics and Economics
Rutgers University
September 2008 - April 2012
New Brunswick, NJ

SKILLS

SQL (Redshift, MySQL, Postgres, NoSQL)
Git
Python (NumPy, Pandas, Scikit-learn, Keras, Flask)
Leadership Experience
Customer Segmentation

WORK EXPERIENCE

Analytics Manager

Betterment
February 2018 - current / New York, NY

- Led a team of 2 data analysts and 1 data engineer in developing marketing mix models that improved ROI by 23% on digital marketing spent over the last 6 months
- Constructed a real-time reporting infrastructure that **standardized metrics across the company, saving 210 monthly hours of manual reporting**
- Worked with product and marketing teams to identify which customer interactions during free trial maximized the likelihood of conversions, resulting in a conversion rate increase of 14%
- Focused on customer retention by building customer segment models, and recommended particular segment attention that increased retention by 21%

Senior Data Analyst

Stripe
January 2015 - February 2018 / New York, NY

- Worked with product team to build production recommendation engine in Python, improving time on page for users and resulting in $325K in incremental annual revenue
- Built a customer attrition random forest model that **improved monthly retention by 8 basis points for customers who were likely to attrite** by servicing relevant product features for them
- Identified bottlenecks to reduce customers' time navigating support channels by 6 minutes through data visualization

Data Analyst

HavenLife
April 2012 - April 2013 / Washington D.C.

- Created clusters in Python to identify inactive clients likely to require future service, providing insight to marketing and sales teams to increase renewals by 8%
- Identified and reported areas of improvement for internal channels data to reduce outdated or superfluous information, which reduced IT work tickets by 19%
- Reviewed and updated marketing, sales, financial, and project management KPIs, working with leadership to meet overall goal of a 5% increase in customer retention