

# Daniela Wharton

## Analytics Manager

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Brooklyn, NY

[LinkedIn](#)

### WORK EXPERIENCE

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#### Betterment - Analytics Manager

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%

#### Stripe - Senior Data Analyst

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

#### HavenLife - Data Analyst

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- Identified and reported areas of improvement for internal channels data to reduce outdated or superfluous information, which reduced IT work tickets by 19%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

### EDUCATION

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#### Rutgers University - B.S., Mathematics and Economics

September 2008 - April 2012

New Brunswick, NJ

### SKILLS

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