

Jordan Reyes

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SUMMARY

Data analyst with 4 years in retail and healthcare. Expert SQL and Python, dashboards in Tableau and Looker, A/B test design and analysis. Known for turning a vague question from a product team into a metric, a test and a decision.

EXPERIENCE

Data Analyst, Northwind Grocery, Austin, TX 2023 to present

- Built the weekly funnel dashboard for the online checkout team (SQL, Looker) that 40 people use to pick what to fix next.
- Designed and read 18 A/B tests on the checkout flow; the winning variants raised completed orders by 6% in 2025.
- Cut the daily sales report from 3 hours of manual work to a 10-minute scheduled Python job.

Junior Data Analyst, Bluefin Health, Austin, TX 2021 to 2023

- Cleaned and joined claims data from 4 systems into one reporting table used by the finance team.
- Found a billing code error worth about \$220k a year and wrote the fix with the engineering team.
- Wrote the SQL style guide the analytics team still uses.

SKILLS

Technical: SQL (PostgreSQL, BigQuery), Python (pandas, statsmodels), A/B testing, Tableau, Looker

Tools: dbt, Git, Jira, Google Sheets

Languages: English, Spanish

EDUCATION

B.S. Statistics, University of Texas at Austin, 2021

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