Tyler Dufrene

Mobile : +1-813-504-0376 — Email: tylerdufrene94@gmail.com
LinkedIn: https://www.linkedin.com/in/tyler-dufrene-89ba86b5/
Personal Website: https://www.tylerdufrene.me
Current Residence: Atlanta, GA
Education: Industrial Engineering - LSU — Fall 2018

PROFESSIONAL SUMMARY

Results-driven Lead Data Analyst with 7+ years of experience in leveraging advanced analytics to drive business growth and optimize operations. Proven track record of developing and implementing data-driven solutions that significantly improve conversion rates, revenue, and operational efficiency across various industries, including e-commerce, media, and financial services.

CORE COMPETENCIES

Advanced Data Analytics, Predictive Modeling, A/B Testing & Experimentation, Data Visualization (Tableau, PowerBI, Matplotlib), Strong SQL & Python Skills, Machine Learning Applications

EXPERIENCE

- **Forward Financing** — Remote
  Sr. Data Analyst → Lead Data Analyst — Oct 2023 - Present
  - **Business Analytics**: Engineered advanced reporting solutions to analyze Sales performance, implementing a metric tree concept to deconstruct revenue into key input features. Collaborated with leadership teams to identify and implement high-impact process improvements, particularly focusing on conversion rates. These strategic enhancements resulted in an 18% increase in conversion rates in H1 2024, directly contributing to a substantial 40% boost in overall revenue MoM.
  - **Linear Modeling**: Developed and implemented a Logistic Regression model to optimize sales team efficiency by identifying high-potential deals and re-engagement opportunities. Conducted in-depth analysis to demonstrate the limitations of existing prioritization methods and quantify the superior performance of the new model. The model resulted in a 25% increase in conversion rates YoY.

- **Amazon** — Arlington, VA
  Business Intelligence Engineer II — Jan 2022 - Oct 2023
  - **Business Analytics**: Worked closely with leadership & project management teams from a broad set of Amazon Device services and products. Developed analysis to help identify and track towards key goals and deliverables. Worked with Software Development teams to ingest data into our Redshift cluster, develop reporting solutions to inform stakeholders of metric performance (Tableau, Quicksight), and built custom reporting tools to deliver high-impact insights directly to customers.
  - **Data Science**: Led collaborative efforts with the Data Science team to analyze and optimize the Device Engagement Metrics Anomaly Detection system. Conducted in-depth investigations of identified anomalies, delivering comprehensive reports to key stakeholders. This proactive approach swiftly uncovered and resolved numerous bugs and system failures. Through iterative feedback and continuous improvement, achieved a 30% reduction in model false positives from 2022 to 2023, significantly enhancing efficiency and resource allocation for Business Intelligence and Data Science teams.

- **The Washington Post** — Washington, DC
  Data Analyst → Sr. Data Analyst — Oct 2020 - Jan 2022
  - **AB Testing**: Managed all analytics web tracking for our conversion and acquisition team. Worked with marketing and engineering to set tracking requirements, launch different experiences and track performance. Used data from AB testing to understand how users interacted with the site, falloff points for users within the subscription funnel, and ultimately reduce friction to purchase. Conversion rate from paywall to purchase increased by 30% in 2021, even with reduced traffic.
  - **Article Attribute Analysis**: Collaborated closely with the newsroom to implement a tagging system for articles based on specific attributes. Leveraging these tagged attributes, I conducted regression analysis to quantify their impact on article performance metrics, including impressions and conversions. The insights derived from this analysis guided the newsroom in prioritizing and promoting top-performing tags. This data-driven approach resulted in a significant 5% increase in conversion rates..