Cintia Mendes Senior Data Analyst

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PROFILE SUMMARY

- **Senior Data Analyst** with **8 years** in **e-commerce analytics** at **Wayfair** and **Tripadvisor**, focused on **checkout, delivery promise and customer journey** questions for product and operations leaders.
- Works in **SQL** on **BigQuery**, builds in **Looker** and **Tableau**, analyzes in **Python** (**pandas**, **statsmodels**) in **Jupyter**, and models in **Google Sheets** and **Excel**.
- Strongest in **funnel analysis**, **A/B test design and readouts** and **root-cause work on sudden metric drops**, and starts every analysis from a written plan the product manager signs off.
- Partners with **product managers, engineers and the delivery experience team**, presents at the monthly **customer journey review**, and covers analysis questions during **Way Day and holiday peak**.
- Mentors **2 analysts** on test design, reviews SQL for a team of **6**, and wrote the team's **A/B test readout template**.

TECHNICAL SKILLS

SQL & Data Warehouses:	SQL, BigQuery, window functions, partitioned tables, query cost tuning, PostgreSQL
Excel & Spreadsheets:	Google Sheets, Excel, PivotTables, XLOOKUP
BI & Visualization:	Looker, Tableau, Looker Studio
Python & R:	Python, pandas, NumPy, statsmodels, Jupyter, Matplotlib
Statistics & Experimentation:	A/B testing, power analysis, CUPED, confidence intervals, regression analysis, cohort analysis
Product & Web Analytics:	Google Analytics 4, clickstream event data, funnel and path analysis
Data Prep & Workflow:	dbt, Git, GitHub, Jira, Confluence

EDUCATION

Boston University — **B.A. in Mathematics, Statistics specialty** — Boston, MA · Sep 2014 to May 2018

WORK EXPERIENCE

Wayfair — **Senior Analyst, Customer Journey Optimization** — Boston, MA · May 2022 to Present

- Turned a product manager's request for "a delivery dashboard" into a sharper question, whether longer delivery estimates lose big furniture orders, and found that orders over $1,000 converted **18%** less past 2 weeks.
- Rewrote **BigQuery** SQL over the clickstream event tables with partition filters and approximate distinct counts, cutting the team's monthly query spend by **37%** with no change to any report.
- Designed and read out **21** checkout **A/B tests** in **Python** with power analysis and **CUPED** variance reduction, shortening the average test from 4 weeks to **16 days**.
- Found the cause of a **9%** overnight drop in mobile web add-to-cart, a tracking release that fired page views twice, by comparing event counts by app version and page type.
- Presented the quarterly **customer journey review** to the VP of Product with 3 recommendations, and the returns-policy test that came out of it added an estimated **$11M** a year.

Tripadvisor — **Data Analyst** — Needham, MA · Jul 2018 to Apr 2022

- Built **Python** validation checks for hotel booking data from 40+ partner feeds, catching duplicate and test bookings early and cutting revenue report restatements to **1** in 2021.
- Moved **30** recurring Mode reports into **Tableau** dashboards for the Hotels product team, with scheduled refreshes that freed about a day a week for 4 analysts.
- Defined **revenue per visitor** for hotel pages with Finance and set weekly targets by market, and it replaced click-through as the main goal metric for **6** product teams.