Caleb Nguyen

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My Key Qualifications

- Owns **KPI dashboards in Looker** for adoption, retention, onboarding, and support trends at DocuSign, serving product, finance, and customer success.
- Redesigned the core customer health dashboard for customer success and finance leaders, cutting weekly manual KPI compilation **from 6 hours to 1 hour**.
- Writes complex **SQL across product, billing, and CRM data in Snowflake** for recurring and ad hoc lifecycle analysis.
- Built a cohort-based activation analysis for new mid-market accounts, identifying a **9-point activation gap** between fast and slow onboarding.
- Partnered with Product Managers on event tracking and experiment readouts, producing launch evaluations for **3 releases**.
- Automated recurring metric reconciliation across billing and CRM sources with Python and SQL checks, cutting monthly discrepancy investigation **by 11 hours**.
- Prior subscription analytics at SiriusXM: Tableau dashboards for trial conversion and retention, and cohort analysis that found **8 points higher** first-90-day cancellations in one acquisition channel.

Experience

Data Analyst — DocuSign

Feb 2023 – Present · 3 yrs 8 mos

- Own KPI reporting in Looker for product adoption, retention, onboarding, and support trends; rebuilt the core customer health dashboard used by customer success and finance leaders, cutting weekly manual KPI compilation from 6 hours to 1 hour.
- Write complex SQL across product, billing, and CRM data in Snowflake, standardizing logic for churn, expansion, onboarding, and support metrics.
- Built a cohort-based activation analysis for new mid-market accounts combining application event data with Salesforce onboarding milestones in Python, identifying a 9-point activation gap between accounts finishing setup within 14 days and those taking longer.
- Partnered with Product Managers on a document workflow launch: defined event tracking, validated usage data, and delivered experiment readouts for 3 releases that shaped go-forward rollout decisions.
- Automated recurring metric reconciliation across billing and CRM sources with Python and SQL checks, cutting monthly discrepancy investigation time by 11 hours.
- Joined Zendesk case data with account and renewal history for a support-to-retention analysis showing accounts with 3 or more unresolved tickets churned 6 percentage points above baseline, presented to leadership with recommended segmentation.

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Business Intelligence Analyst — SiriusXM

Oct 2021 – Jan 2023 · 1 yr 3 mos

- Built a Tableau dashboard suite for trial conversion and subscriber retention, designing standardized KPI views and SQL data pulls that replaced 4 separate spreadsheet-based reports with 1 shared reporting workflow.
- Ran cohort analysis on billing and campaign data to compare retention by acquisition source and tenure, finding first-90-day cancellations were 8 points higher for one acquisition channel.
- Queried customer and billing data for ad hoc analysis and recurring reporting on subscriber acquisition, retention, and campaign performance.
- Strengthened monthly billing-report QA by adding validation checks and documenting source-to-report logic with business stakeholders, cutting recurring metric exceptions from 7 per cycle to 2.

Education

- **Rutgers University** — Bachelor of Science in Business Analytics and Information Technology · 2017 – 2021

Skills

- **Data & Analytics:** SQL, Python, Snowflake, Git
- **Business Intelligence:** Looker, Tableau
- **Product & Customer Analytics:** Product Analytics, Cohort Analysis, Funnel Analysis, Retention Metrics, A/B Testing
- **Source Systems:** Salesforce, Zendesk