Jonah Serrano

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My Key Qualifications

- **Power BI** dashboard suite covering revenue, conversion rate, AOV, return rate, and inventory turns, adopted by 38 weekly users at a specialty retail chain.
- Complex **SQL** including CTEs and curated datasets modeled from **Snowflake** warehouse tables for channel and product reporting.
- Designed and evaluated **11 A/B tests** on checkout and promotional experiences, calculating significance and lift, with winners averaging **4.8% conversion lift**.
- **Python** cohort analysis tracking 90-day retention by acquisition channel, uncovering a 13-point retention gap across first-purchase categories.
- E-commerce funnel analysis using **GA4** and order data that supported changes lifting site conversion from 2.6% to 2.9%.
- Direct partnership with marketing, merchandising, and operations stakeholders on KPI reporting and test readouts, plus documented metric definitions that cut reporting discrepancies from 6 per month to 1 at H-E-B.
- Retail background across two retailers: e-commerce analytics at Sally Beauty and digital commerce and store operations reporting at **H-E-B**.

Experience

Data Analyst — **Sally Beauty Holdings**, specialty beauty retailer with e-commerce and nationwide store operations

Mar 2023 – Present · 3 yrs 8 mos

- Built a self-service Power BI dashboard suite covering revenue, conversion rate, average order value, return rate, and inventory turns, modeling curated SQL datasets from Snowflake and standardizing business logic for channel and product reporting. Adopted by 38 weekly users across marketing, merchandising, and operations.
- Designed and evaluated 11 A/B tests on promotional banners, checkout messaging, and email offer timing, defining success metrics and calculating confidence intervals; 3 tests reached significance with an average conversion lift of 4.8% for winning variants.
- Analyzed paid and owned channel performance to find drop-off points in the online purchase funnel by combining GA4 and order data and segmenting sessions by device and traffic source; supported changes that lifted site conversion from 2.6% to 2.9%.
- Created a Python cohort model tracking 90-day retention by acquisition channel and first-purchase category, which exposed a 13-point retention gap between the highest and lowest performing categories and now feeds monthly retention views for lifecycle marketing.
- Reworked the weekly inventory exception report for replenishment planners, replacing spreadsheet merges with SQL CTEs and parameterized Power BI views, cutting manual preparation by 6 hours per week.

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Business Intelligence Analyst — **H-E-B**, a regional grocery retailer with large store and digital operations

Aug 2021 – Feb 2023 · 1 yr 6 mos

- Built a Tableau dashboard for digital order fulfillment, substitutions, and on-time pickup performance, consolidating store-level KPI views into one reporting layer and cutting weekly status-report preparation from 5 hours to 1.
- Standardized metric definitions for digital conversion and return reporting, documenting source logic and aligning calculations across teams, which reduced stakeholder-reported discrepancies from 6 recurring issues per month to 1.
- Analyzed basket and product attachment patterns for seasonal campaigns using SQL joins and Python aggregation across digital transactions, identifying 14 product pairings used in a holiday merchandising plan.
- Maintained Tableau dashboards for digital sales, order fulfillment, and customer metrics, and queried Redshift warehouse tables for recurring reporting and ad hoc analysis.

Education

- **Texas State University** — Bachelor of Business Administration in Computer Information Systems · 2017 – 2021

Skills

- **Data & BI Tools:** SQL, Power BI, Tableau, Python, Snowflake, Google Analytics 4
- **Analytics Methods:** A/B Testing, Cohort Analysis, E-commerce Analytics, Inventory Reporting