

Declan Hastings

Data Analyst — Revenue & Funnel

■ SUMMARY

Analyst who finds the money in the data — funnel leaks, billing errors, dead spend. SQL first, dashboard second, and a one-page recommendation the business can act on by Friday.

\$310k

billing leak found & recovered

14

live dashboards the leadership team opens weekly

6 hrs

of manual reporting automated away, per analyst per week

■ EXPERIENCE

Senior Data Analyst · Harlow & Co (D2C retail)

06/2022 – Present

- Traced a three-step checkout funnel leak with event-level SQL — fixes lifted order completion 8.2% (\$540k a quarter)
- Found \$310k of mis-applied sales-tax invoices in a reconciliation audit; recovery completed within the quarter
- Built the exec revenue dashboard (Power BI over dbt models) — replaced nine weekly spreadsheet reports
- Partner with growth on experiment readouts; standardized the metric definitions five teams now share

Data Analyst · Zesty Foods

08/2020 – 05/2022

- Automated daily sales reporting with SQL and Power Query — 30 hours of team time back every month
- Cohort analysis of first-order coupons cut discount burn 18% at a flat repeat rate

■ SKILLS

SQL

Power BI

Excel (Power Query)

Python (pandas)

dbt

GA4

cohort analysis

stakeholder reporting

■ EDUCATION

B.S. Applied Statistics — New York University

2020