JOHN LEE

Senior Data Analyst and Engineer | BI & ETL | Conversational AI / IVR Analytics | Thousand Oaks, CA
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Professional Summary

Senior data analyst and U.S. Army veteran with 12+ years building SQL/ETL pipelines and BI solutions for enterprise IVR and contact center clients. Experienced in Power BI, Tableau, and PostgreSQL, translating ambiguous business questions into automated, scalable reporting and anomaly detection. Trusted partner to product, marketing, and engineering teams, driving decisions that improve operational performance, customer experience, and revenue.

Top Accomplishments

- Automated anomaly detection in SQL leveraging statistical analysis of historical data
- Dynamic data pipelines and dashboards that match client requirements while exceeding expectations
- Strategic and purposeful data deep dives, AI research projects, and client relationship management
- Critical thinking and superior communication

Technical Skills

- Languages: SQL (T-SQL, PostgreSQL), Python, C#
- Data & BI: Power BI, Tableau, SSIS, ETL/ELT, data modeling, KPI design, AI corpus/agent workflow training
- Platforms & Tools: PostgreSQL, SQL Server, Perforce, PuTTY/KiTTY, WinSCP
- Methods: A/B testing, anomaly detection, statistical analysis, experiment design
- Process: Agile (Jira, Confluence), SDLC, data documentation

Professional Experience

Reporting Analyst → Senior Reporting Analyst → Senior Data Analyst

TouchCommerce (acquired by Nuance → Microsoft → HCLtech)

Agoura Hills, CA | Jul 2013 – Sep 2025

Senior Data Analyst | June 2023 - October 2025

- Improved downstream reporting accuracy by 75% by standardizing IVR intent definitions and optimizing LLM corpora through controlled grammar releases, reducing classification noise and increasing KPI confidence.
- Designed and deployed 50+ SQL and PostgreSQL-powered dashboards in Power BI and Tableau, establishing shared KPI definitions that improved cross-team reporting consistency by 90% and reduced metric disputes by 80%.
- Built automated anomaly detection systems using SDLC best practices, reducing production issue impact by 85% and accelerating detection time from 84 hours to under 24 hours.
- Audited and reconciled 100+ metrics across multiple systems to eliminate data gaps and strengthen stakeholder-facing reporting integrity.
- Partnered with marketing, product, and data engineering to design and evaluate A/B tests, translating findings into measurable growth and revenue improvements.

Senior Reporting Analyst | October 2015 – June 2023

- Led and mentored a BI team of 6 while building multi-source SQL reporting frameworks and secure, auditable data pipelines, reducing analyst onboarding time by ~75% and improving KPI visibility across 12+ product and operational teams.
- Improved data literacy across 5 internal teams and 12+ enterprise clients by delivering analytics training, KPI documentation, and self-service reporting enablement, increasing dashboard adoption by 100%.
- Partnered with client management, engineering, and compliance to design governance-aligned data pipelines that met regulatory requirements and strengthened enterprise reporting trust.

Reporting Analyst | July 2013 – October 2015
- Improved reporting scalability and reliability by building SQL, SSIS, and C# ETL automation to ingest data daily from 5+ data centers, reducing refresh failures by 25% and cutting delivery lead time from 8 hours to 5 hours.
- Achieved 0% reporting-related client churn by proactively managing enterprise reporting quality and resolving issues before escalation.

Business Analyst – BI / IT Operations - Music Reports, Inc. | Woodland Hills, CA | Dec 2012 – Jul 2013
- Analyzed client data and PostgreSQL structures, identifying discrepancies and driving quality improvements.
- Produced client-facing reports aligned with business and compliance requirements.
- Supported ingestion and analysis of large music rights and royalty datasets.

Chief Operations Officer - Netcam Shop | Canoga Park, CA | Mar 2012 – Oct 2012
- Increased website traffic by 800% in one quarter through SEO-driven content strategy.
- Managed day-to-day operations including fulfillment, marketing, and customer service, maintaining 100% satisfaction, and oversaw social media growth and created marketing visuals and app graphics.

Developer, Workforce Planning - Sears Holdings Corporation | Sacramento, CA | Apr 2011 – Mar 2012
- Converted an Excel-based tool into a nationwide web-based planning solution using SQL/JavaScript/AJAX. Generated $1.2M in annual additional revenue through optimized workforce planning.
- Managed development lifecycle from requirements to deployment and documentation.

Analyst / District Training Coordinator - Sears Holdings Corporation | Sacramento, CA | Sep 2009 – Apr 2011
- Designed automated compliance tools and trained district-level technicians, reducing turnover.
- Developed training videos and monthly learning materials to standardize district performance.

EDI Technician - Benefit & Risk Management Services | Sacramento, CA | Sep 2007 – Aug 2009
- Designed HIPAA-compliant secure data transfer systems and trained clients in their use.
- Transferred data for 60+ carriers daily via SQL, Access, and FTP, ensuring data security and accuracy.

Sergeant – Armor Crewman - U.S. Army | Fort Irwin, CA | Aug 1999 – Aug 2003
- Managed personnel, training, and maintenance of armored vehicles valued at $10M+.
- Honed leadership, discipline, and operational problem-solving skills in high-stakes environments.

Education
Bachelor of Science Business Administration - California State University, Sacramento
Associates of Social Sciences - Sacramento City College