Amanda McFarland

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Experienced data analyst & analytics engineer passionate about using data for good. Looking for an analytics engineering, data science, or data analytics job in the San Francisco bay area. Open to remote work.

EXPERIENCE

Section4, Inc.   San Francisco, CA
Business Intelligence Analyst   Jan 2022-Aug 2022

- Modeled foundational business strategy models using dbt, SQL, and Python, including Section4's first in-house marketing attribution model and first monthly active user model
- Wrangled data from several sources–including Wordpress, Segment, Mux, and Zoom–to perform user retention & churn analyses in SQL and Python
- Implemented version control in git and testing best practices in dbt to ensure data quality for end users
- Partnered with the engineering team to maintain and build new data pipelines, including writing a Python script to pull data from an external API on a daily cadence
- Performed ad-hoc strategy analyses in SQL and Python that informed the company's decision alter their product offerings
- Translated big-picture questions about the likelihood of enterprise teams' renewal from non-technical Customer Success stakeholders into data models & self-service Holistics KPI dashboards

Emendata, LLC   San Francisco, CA
Senior Data Analyst   Jan 2021-Dec 2021

- Wrangled 11 years of health care claims data into a multi-functional dataset which was used in 3 separate analyses by myself and other team members
- Partnered with healthcare industry clients to develop innovative analysis frameworks, KPIs, and scoreboards to identify and predict fraud, waste, and abuse in the healthcare system
- Implemented clustering and NLP algorithms in Python to predict payment error to healthcare plans which totaled over $2.6bn in 2020
- Utilized data visualization libraries in SAS, Python, and Excel to produce accessible and effective graphs

Federal Reserve Bank of Chicago   Chicago, IL
Research Assistant, Microeconomics   Jul 2018-Jul 2020

- Owned up to 5 long-term economic & policy research projects concurrently, reporting to 10 senior economists across 3 teams
- Implemented advanced statistical and econometric techniques--such as regression, time series analyses, and cohort analyses--for causal inference research and economic forecasting purposes in Stata, Matlab, and Excel
- Performed data collection, cleaning, and visualization in R, Python, SQL, Stata, Matlab, and Excel
- Coauthored peer-reviewed and short form reports with senior economists that translated complex data analysis into succinct insights for both technical and non-technical audiences

EDUCATION

Vassar College   Poughkeepsie, NY
Bachelor of Arts in Economics, minors in Mathematics and Women's Studies   May 2018

SKILLS & INTERESTS

Domain Knowledge: Data Analysis (regression, ML, clustering, cohort analysis, NLP), Business Intelligence, Data Visualization, Data Modeling, Product Analytics, Marketing Analytics, Dashboarding
Technical Skills: dbt, Snowflake, Stitch, Fivetran, Holistics, Amplitude, Segment, SQL, Python, R, SAS, Stata, GSuite/Excel
Soft Skills: Communication, project management, problem solving, teamwork
Interests: Soccer, road biking, reading new fiction, avid US Women's National Soccer Team fan