

Maya Castellano

Senior Data Analyst

Profile

Data analyst with six years of experience in retail and subscription businesses. I write SQL every day, build dashboards people actually open, and like turning a vague question from a manager into a number they can act on.

Experience

Senior Data Analyst at Summit Trail Outfitters, Denver, CO

January 2023 - Present

- Own the weekly sales and inventory dashboards in Tableau, used by 40 store managers and the merchandising team
- Rebuilt the markdown report in SQL and dbt, which cut a two-day manual process to an automated run every Monday morning
- Analyzed return reasons across 1.2M orders and found a sizing issue in two product lines, which led to new size charts and fewer returns
- Designed and read out A/B tests on the online checkout with the product team, and wrote the testing guide the team now follows

Data Analyst at Brightwell Subscriptions, Boulder, CO

August 2020 - December 2022

- Built the monthly churn and retention model in Python, which finance used for revenue forecasts
- Set up cohort reports in Looker so customer success could see which onboarding steps kept customers past month three
- Cleaned and documented 60 core tables in the warehouse, which cut repeat questions to the data team

Junior Reporting Analyst at Front Range Health Partners, Denver, CO

June 2019 - July 2020

- Produced weekly clinic volume reports in Excel and SQL Server for operations managers at 12 clinics
- Replaced copy-and-paste steps with Power Query, saving about four hours a week

Projects

Denver bike share usage • [Tableau Public](#)

March 2024 - May 2024

Public Tableau dashboard built from city open data, showing trips by station, hour and weather. Includes the SQL and a short write-up of what changed after new stations opened.

Grocery price tracker • [GitHub](#)

June 2023 - Present

Python notebook that collects weekly prices for 50 staple items and charts how they move. Code and data on GitHub.

Education

B.S. Statistics, minor in Economics at Colorado State University, Fort Collins, CO

August 2015 - May 2019

Personal Information

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Denver, CO

Social Links

[LinkedIn](#)

[GitHub](#)

Skills

Data: SQL (PostgreSQL, Snowflake, BigQuery), dbt, data modeling

Analysis: Python (pandas), R, A/B testing, cohort and funnel analysis, forecasting

BI and reporting: Tableau, Looker, Power BI, Excel (pivot tables, Power Query)

Working style: Requirements gathering, data storytelling, documentation

Certificates

Tableau Certified Data Analyst from Tableau

September 2023

Microsoft Certified: Power BI Data Analyst Associate from Microsoft

April 2022

Languages

English - Native

Spanish - Fluent