Noah Grant

Product Data Analyst | Experimentation, SQL & Self-Service Analytics

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SUMMARY

Product data analyst with six years of experience in consumer apps, working with product teams on activation, retention and experiment analysis. Builds tested dbt models and Looker explores so squads can answer routine questions themselves, and writes readouts that state the effect, the uncertainty and the decision it supports.

SKILLS

Analytics	SQL, Python, Experiment analysis, Cohort and retention analysis, Metric design
Data tools	BigQuery, dbt, Looker, Segment, Git
Communication	Experiment readouts, Data storytelling, Documentation, Workshop facilitation

EXPERIENCE

Product Data Analyst — Jul 2022 – Present

Rippleway · Sydney, NSW

Savings and budgeting app with about 450,000 monthly active users; embedded with four product squads.

- Defined the activation and 30-day retention metrics used by four product squads and the leadership dashboard.
- Analysed six onboarding experiments; the highest-performing treatment improved activation by 14% and was rolled out to all new users.
- Added dbt tests to the product event models, which reduced dashboard defects reported by stakeholders by 36% over two quarters.
- Estimated sample sizes and minimum detectable effects before each experiment launched, and stopped two tests that could not reach a useful result.
- Audited 180 tracked events with engineering, removed 40 that nothing used and documented the rest in the event catalogue.
- Ran Looker training for 30 product managers and designers, which moved routine funnel questions out of the analyst request queue.

Tools: SQL, Python, BigQuery, dbt, Looker, Segment

Reporting Analyst — Feb 2021 – Jun 2022

Signalmere · Sydney, NSW

Streaming and podcast app; reporting for the product, content and marketing teams.

- Automated weekly engagement reporting with SQL and Python, cutting preparation from five hours to 45 minutes.
- Created a shared metric glossary that resolved recurring differences between product and marketing reports.
- Built content performance dashboards that the editorial team used to plan the weekly homepage.

- Answered about ten ad-hoc questions a week from the content team and turned the recurring ones into saved reports.

Tools: SQL, Python, Looker, BigQuery

Graduate Data Analyst

Feb 2020 – Jan 2021

Signalmere · Sydney, NSW

Graduate role in the reporting team during the move to BigQuery.

- Rebuilt the weekly subscriber report in SQL after the move to BigQuery, matching the old figures to within 0.5%.
- Documented 25 reporting tables for the analyst onboarding guide.

EDUCATION

Bachelor of Mathematics

Feb 2017 – Nov 2019

University of Wollongong · Statistics major