

# Jordan Lee

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## PROFESSIONAL SUMMARY

Business Analyst focused on turning messy data into clear decisions, with a track record of improving funnels, automation, and KPI reporting across cross-functional teams.

## CORE SKILLS

**Technical:** SQL, Excel, Python, Data modeling, A/B testing

**Tools / Platforms:** Power BI, Tableau, Jira, Google Analytics, Snowflake

**Methods:** KPI design, Requirements gathering, Stakeholder management, Agile delivery, Root-cause analysis

**Strengths:** Structured problem solving, Clear communication, Ownership, Speed of execution

## WORK EXPERIENCE

### Senior Business Analyst — FinTech SaaS

Amsterdam, NL | Jan 2022 – Present

- Improved onboarding activation +18% by mapping the funnel, fixing tracking, and prioritizing high-impact UX changes
- Built a leadership KPI dashboard suite (SQL + BI), reducing weekly reporting time from 6 hours to 30 minutes
- Partnered with Engineering to add data quality checks, reducing missing/incorrect events by 40%

### Business Analyst — E-commerce Platform

Remote | Jun 2019 – Dec 2021

- Delivered 25+ experiments improving checkout conversion +9% overall through test design, analysis, and rollout plans
- Automated reconciliation queries and exceptions, cutting month-end errors by 60%
- Created customer segmentation for retention campaigns, increasing repeat purchase rate +12%

## EDUCATION

### BSc Business Administration

University of Amsterdam | 2015 – 2019

## CERTIFICATIONS

- Google Data Analytics Certificate
- Professional Scrum Product Owner (PSPO I)