Zachary Zeller

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PROFESSIONAL SUMMARY

Results-driven Senior Data Analyst with 4+ years of experience building reporting infrastructure, investigating data quality issues, and delivering actionable insights to executive leadership. Proven expertise in automating ETL processes, maintaining cross-system data integrity, and leveraging AI to accelerate analytical workflows.

WORK EXPERIENCE

AAA - Mountain West Group
March 2022 – Present

Senior Data Analyst: Strategy | November 2025 – Present
Walnut Creek, CA

- Built and maintained foundational dashboards tracking GTM metrics including sales velocity, conversion rates (lead-to-opportunity), and product mix performance across sales channels, providing real-time visibility to SVP and C-suite executives
- Investigated and resolved data discrepancies across systems (Workday, BigQuery CDW, ConnectSuite CRM), ensuring data integrity and accuracy by developing validation rules and working cross-functionally with IT, accounting, and operations teams
- Leveraged Claude AI to accelerate analytical workflows by improving code efficiency, debugging legacy scripts, and adding comprehensive documentation, enabling faster insights and easier knowledge transfer to junior analysts
- Coached junior analysts through SQL and Tableau training sessions, fostering a more self-sufficient analytics team capable of handling complex queries and dashboard development independently

Data Analyst: Travel | August 2024 –October 2025

- Generated comprehensive monthly business review materials for CEO combining automated dashboard insights with custom analyses, including sales trends, operational metrics, and marketing campaign performance across seasonal patterns
- Conducted deep-dive analyses answering critical business questions (e.g., 'Why are call center advisors underperforming?'), revealing less valuable product mix (insurance/air vs. cruise/tour) and informing strategic resource reallocation decisions within one week
- Built first-ever comprehensive reporting framework for travel division using Tableau and SQL, bringing structure to previously inconsistent data through intelligent data cleaning, assumption-based imputation, and validation rules
- Automated ETL processes using Python to aggregate income statements from digital vendors, creating new datasets that improved data accuracy and eliminated hours of manual accounting work weekly
- Collaborated with CSO to explain travel revenue recognition mechanics and product intricacies, translating complex operational data into strategic insights for executive decision-making

Data Analyst: Auto Insurance | June 2023 – July 2024

- Eliminated 40 hours of manual work per week by automating eight key reports with Tableau and SQL, resulting in $120K annual cost savings and enabling analysts to focus on higher-value strategic work
- Identified and resolved email automation issue affecting 35K marketing-qualified leads monthly, restoring communication flow that generated approximately $70K in monthly revenue (2% conversion at $100 average) and contributed to division's most profitable quarter
- Analyzed revenue performance trends across customer segments, identifying product mix shift where Travel Credit Card adoption increased from 30% to 50% of total credit card usage, informing marketing strategy adjustments

Data Analyst: New Ventures | March 2022 – May 2023

- Designed and implemented ETL process for credit card pilot program, creating vendor override tracking system that measured performance against revenue targets and enabled stakeholders to evaluate product viability
- Built stakeholder-specific dashboards for accounting, sales, and partnership teams to track vendor payback mechanisms, providing self-service access to override performance and commission data
- Conducted multivariate regression analysis using scikit-learn to uncover customer engagement patterns and identify cross-selling opportunities, informing marketing campaign design for referral lead generation

Twist Bioscience

June 2021 – March 2022

Freelance Data Analyst (Concurrent with Master's Degree)

San Francisco, CA

- Contributed to Salesforce CRM cleanup project, improving data accuracy and reliability through systematic validation and standardization of customer records
- Streamlined data cleaning process using Python, reducing scrubbing time by 50% and enabling faster analysis turnaround

EDUCATION

University of San Francisco | Graduated December 2021

Master's Degree, Applied Economics

San Francisco, CA

- Awarded academic scholarship as a top student in the program

Santa Clara University | Graduated June 2018

Bachelor's Degree, Economics | Minor, Environmental Studies

Santa Clara, CA

SKILLS & INTERESTS

- **Skills:** SQL (Complex Joins, CTEs, Window Functions, 10M+ Row Datasets), Claude Code/AI, Python (Automation, ETL, scikit-learn), Tableau (Dashboard Development), BigQuery, Salesforce, ConnectSuite CRM, Data Visualization, Revenue Analytics, Cross-Functional Collaboration
- **Interests:** Skiing, Running, Cooking, Raspberry Pi Projects, Bay Area Sports