

# STELLA CINDY

(424) 362-9783 | Los Angeles, CA | [Stellacindyn@gmail.com](mailto:Stellacindyn@gmail.com) | [linkedin.com/stellacindy](https://www.linkedin.com/stellacindy) | [stellacindy.com](https://stellacindy.com)

## SUMMARY

Data Analytics Leader with 12+ years of experience scaling enterprise analytics, AI-enabled decision systems, business intelligence (BI), data pipelines, and data governance frameworks at Fortune 500 companies including Target, Meta, Netflix, and Walmart. Known for delivering governed metrics, scalable dashboards, and executive-ready insights that drive revenue growth, cost reduction, and operational efficiency. Deep expertise in cohort analysis, segmentation, classification, data cleaning, KPI strategy, and machine learning algorithms across Product, Marketing, Finance, and Engineering. Proven success leveraging SQL, Python, Tableau, Power BI, Snowflake, DBT, R, Looker, and Jupyter to build high-impact data solutions, dimensional models, forecasting systems, and experimentation programs. Skilled in ETL, data wrangling, statistical modeling, A/B testing, predictive analytics, regression, and time series forecasting

## PROFESSIONAL EXPERIENCE

**Senior Director, Data Analytics & Business Intelligence** Jul 2025 - Present  
**Director, Data Analytics & Business Intelligence** Jan 2024 - Jul 2025  
**Senior Manager, Data Analytics & Business Intelligence** Apr 2023 - Jan 2024  
Target Corp | Remote

- Directed enterprise analytics strategy spanning operational efficiency, behavioral insights using data visualizations, KPI dashboards, and AI-driven insights influencing ~\$30,000,000 in revenue and cost impact..
- Architected and scaled governed data marts, data models, database schemas, data dictionaries, data flow diagrams, ERDs, dashboard, reports and semantic layers that supported the generation of ~\$12,000,000 in additional revenue through improved operations and execution visibility.
- Led the integration of 15+ external and internal data sources via Kafka and hadoop architecture, reducing supply chain costs by \$2,000,000+ annually.
- Modernized BI tooling using Looker, Power BI, and SQL, increasing access and reducing reporting costs by 20%.
- Developed AI chatbot powered by a semantic layer, cutting analyst time and ad-hoc requests by 40%.
- Influenced over \$8,000,000 in strategic decisions using predictive modeling, experimentation insights, and KPI dashboards.

**Senior Data Analytics Manager** Jul 2022 - Mar 2023  
**Data Analytics Manager** Sep 2020 - Jul 2022  
Meta | Sunnyvale, CA

- Directed advanced behavioral analytics and retention modeling to identify high-risk user segments and high-value user cohorts, informing product prioritization and platform investment decisions positively impact 100,000+ users.
- Defined and operationalized machine learning classifiers (Random Forest, SVM, XGBoost) achieving 98% accuracy in identifying inauthentic behavior, with outputs directly influencing product enforcement strategies and executive decision-making.
- Led experimentation/A/B testing, evaluating feature changes, prioritizing initiatives improving platform health, driving a 6% retention improvement.
- Orchestrated real-time executive dashboards and KPI monitoring systems, translating complex behavioral data into clear, actionable insights for senior leadership and contributing to ~10% revenue growth.
- Initiated feedback loops between analytics, experimentation, and ML models, reducing model drift and decay by 23% and improving long-term model reliability.

**Business Intelligence & Data Analytics Lead** Feb 2020 - Aug 2020  
Tradesy | Los Angeles, CA

- Navigated pandemic volatility by synthesizing internal and external datasets, driving a 4% sales increase through targeted Product and Marketing recommendations.
- Identified conversion drivers through funnel analysis and statistical testing, improving conversion rates by 50 to 150 basis points by influencing product features and process changes.
- Reduced overstock costs by 10% by building predictive models that forecasted purchasing behavior and embedding outputs into inventory planning decisions.
- Automated Snowflake pipelines using Python and advanced SQL, saving 8+ hours per week while improving attribution and campaign reporting reliability.

**Senior Business Intelligence / Data Analyst, Forecasting and Content Planning** Feb 2018 - Feb 2020  
**Business Intelligence / Data Analyst, Forecasting and Content Planning** Feb 2018 - Jan 2019  
Netflix | Los Angeles, CA

- Produced weekly executive reporting for audiences of 10,000+ by building forecasting and planning models using SQL, Python, Excel, and time series methods.
- Augmented forecast accuracy by 4% by applying regression techniques, validating against historical baselines, and presenting actionable recommendations in planning sessions.
- Developed forecasting and regression models to support content planning and investment decisions, directly informing monthly executive planning sessions.
- Led behavioral analysis of content performance to identify engagement and retention patterns, contributing to a 25% increase in investment toward top-performing content.
- Engineered automated pipelines integrating financial and content metadata across multitude systems, improving data coverage by 18% and leading to three content optimization strategy improvements.

### Senior Data Analyst, Marketing Analytics

Dec 2015 - Jan 2018

Forever 21 | Los Angeles, CA

- Created SQL and Python ETL pipelines integrated with Google Analytics to enable near real-time campaign tracking, reducing cost per acquisition by 20% through optimization insights.
- Segmented customers using k-means clustering and statistical tests, ameliorating email performance statistics by 200 basis points via personalized targeting recommendations.
- Designed and analyzed split-test frameworks for promotional campaigns, lifting conversion rates up 8% by scaling winning variants across channels.

### Data Analyst, Finance Analytics

Jan 2015 - Sep 2015

TSI Digital Media | Los Angeles, CA

- Identified purchasing pattern trends through performance analysis and reporting, increasing overall revenue by 15% through pricing and offer recommendations.
- Evaluated program-level profitability and reallocated budgets, boosting ROI by 10% while improving forecast reliability through better spend allocation.

### Data Analyst, Merchandising Analytics

Nov 2013 - Dec 2014

Walmart | Los Angeles, CA

- Partnered with cross-functional teams to implement data-driven product placement initiatives, improving sales performance by 10% across targeted market segments.
- Analyzed sales across 100+ products to isolate key purchase drivers, increasing conversion KPIs by 15% within six months through merchandising recommendations.

## EDUCATION

**Master of Science, Computer Science (Machine Learning Specialization)** | Georgia Institute of Technology

- President, Tech Teach Society

**Bachelor of Science, Mathematics (Honors, Dean's List)** | UCLA

## SKILLS

**Languages & Tools:** SQL, Python, R, Excel, Tableau, Power BI, Looker, Jupyter, GitHub, DBT, Airflow, Snowflake, Airbyte, FiveTran, Databricks, Spark, Hadoop, MongoDB, Jira, Confluence, Asana, Smartsheet

**Data Engineering:** Snowflake, ETL Pipelines, Semantic Layer, Dimensional Modeling, CI/CD, Data Wrangling, ELT, Data Quality, Data Validation, Data linear, Documentation

**Analytics:** A/B Testing, Causal Inference, Forecasting, Regression, Time Series, Cohort Analysis, Segmentation

**ML/Modeling:** Random Forest, SVM, XGBoost, LTV Modeling, Classification, Clustering, Anomaly Detection

**Frameworks & Strategy:** CRISP-DM, DataOps, Agile, Scrum, OKR/KPI Strategy, Attribution Modeling, Data Governance