

# Dylan Wu

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Data leader with **9 years of experience** in high-growth B2C and B2B startups, driving growth, retention, and monetization through data science, analytics engineering, and data strategy. Skilled in **fostering data-driven cultures** by building experimentation frameworks, scalable solutions, and actionable insights. Expert in **leading cross-functional initiatives** that shape business strategy.

## ANALYTICS EXPERIENCE

### Staff Data Analyst, Zenbusiness (Business Formation) - Los Angeles, CA

Mar 2025 - Present

- Led renewal pricing analysis that revealed long-term risks and uncovered a **\$2M ARR customer cohort**, prompting leadership to commit to new pricing tests.
- Redesigned an outdated dashboard, uncovered misconfigured KPIs that employees gamified, and led follow-up analysis showing ROI  $\leq 100\%$ , influencing executives to **reallocate resources**.
- Trained internal teams to use **agentic AI** (Cursor + Snowflake MCP) to understand raw data flows and run quick file/table comparisons, reducing ad hoc errors and boosting analytics efficiency.

### Route (eCommerce) - Los Angeles, CA

Sep 2021 - Dec 2024

#### Staff Product Analyst

Oct 2022 - Dec 2024

- Transitioned to individual contributor after a **60%+ workforce reduction**, owning Consumer and SaaS product lines and leading cross-functional collaboration to deliver end-to-end data-driven strategies.
- Established a company-wide **data-driven decision framework** for Consumer and SaaS products:
  - **Data Infrastructure:** architected 100+ data models and pipelines, standardizing best practices and scaling with Snowflake, dbt, and Gitlab CI/CD—forming the foundation for customer profiling and journey analytics.
  - **Experimentation:** built the company's experimentation framework across instrumentation, cross-functional alignment, experimentation design, and analysis, ensuring reliable causal inference for product decisions.
  - **Customer Profiling:** developed the first centralized profiling system in Databricks (PySpark) with scalable configuration, capturing 150+ attributes for 20M+ users daily to size and prioritize opportunities, enhance experiment learnings, and foster iterative learning loops that increased product success rates.
- Led the launch of the **first successful consumer monetization initiative** through customer profiling and a series of iterative experiments, achieving product-market fit and **unlocking a \$2–3 million annual revenue opportunity**.

#### Team Lead / Manager, Analytics & Research

Sep 2021 - Oct 2022

- Promoted from lead to manager within 12 months, overseeing analytics for **all Consumer products** including consumer growth, life-cycle marketing, in-app experiences, and retention across iOS, Android, and Web
- Built and grew the **product analytics team** to 10 analysts, supporting 5+ product lines, mentoring team members, and fostering a collaborative culture and continuous learning.
- Directed **quarterly analytics roadmaps**, aligning cross-functional teams and senior leadership to guide data-driven strategies and standardized the data foundation through **unified user identification framework**.

### Senior Data Analyst, Acorns (Fintech) - Los Angeles, CA

Mar 2020 - Sep 2021

- Led analytics for debit card, smart deposit, and money transfer product lines, partnering with **cross-functional teams** from product, engineering, marketing, design, and finance to improve user experiences.
- Designed a centralized user profile data model, creating a business-line analytics ecosystem that **uncovered key early indicators of higher value customer cohorts** and influenced product strategy.
- Established KPIs with executives and built business intelligence dashboards for cross-functional teams.
- Applied data science techniques (unit economics, LTV modeling, A/B testing, time series) to guide product development and strategy.

### Data Analyst, Neustar (Marketing: Retail, Healthcare, Auto etc.) - Los Angeles, CA

Jun 2018 - Feb 2020

- Led end-to-end data strategy for marketing mix modeling, project management, and dashboard development for Fortune 500 clients, building **scalable data frameworks** to support machine learning model needs.
- Designed customized data models to optimize ingestion runtime and accuracy, partnering with 50+ global data providers to cut **project duration by 50%** while reducing errors and model rework.
- Consulted on data-driven marketing strategies by analyzing complex datasets using Python, SQL, and Tableau
- Developed an anomaly detection application for complex time series datasets, automating anomaly detection in time series datasets, reducing errors and rework for clients.

May 2017 - May 2018

- First data analyst hire, leading analytics, data engineering, and data science to improve searching experiences for 50M+ mobile users in North America and Southeast Asia.
- Mined 100B+ search records to uncover customer insights and search behaviors, driving **product experiments that enhanced user search** experiences beyond fragmented results.
- Built the company's first automated reporting system using Python, Redshift (SQL), and Tableau to track and measure KPIs for internal stakeholders and external partners.
- Managed real-time AWS data pipelines and databases processing 1TB+ monthly, improving data quality and achieving 99% reliability.

Dec 2016

Dec 2013

Dec 2013

**Double Majors:** *B.B.A. Accounting / B.B.A Management Information Systems*

## SQL, Python, PySpark, SparkSQL

Snowflake, dbt, Databricks, Redshift, S3, mParticle, Segment

Tableau, Amplitude, Split, Optimizely

Critical Thinking, Cross-Functional Work, Project Management