

MICHAEL LINDSAY

Data Analyst

📍 Portland, OR

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Work Experience

Loyalty & Insights Analyst

New Seasons Market | Portland, OR | May 2024 - Current

Led comprehensive modernization of New Seasons Market's analytics infrastructure while delivering data-driven insights.

- Modernized legacy reporting system by implementing Power BI with server-side aggregations, reducing report execution time by 85% and user interaction time by 60% due to buffering across the organization.
- Developed and deployed a local Dagster instance for agile reporting workflows, eliminating dependency on parent company's ETL processes and significantly improving development cycle time.
- Led analysis revealing systemic inefficiencies in the "Bag It Forward" program, implementing point-of-sale restrictions and UI modifications that generated \$280,000 in annual cost savings through improved transaction controls.
- Discovered and corrected an automated discount error affecting third-party vendor payments, resulting in annual savings of \$20,000 through enhanced payment validation protocols.
- Resolved a critical InstaCart integration issue by identifying mismatched customer IDs during peak traffic periods, successfully addressing long-standing reward point discrepancies within a week of discovery.

Data Analyst

Local Crafts | Vancouver, WA | April 2021 - May 2024

Led all aspects of enterprise analytics infrastructure including data pipeline development and reporting solutions.

- Architected a suite of 80+ Power BI reports driving organizational decision-making, with cross-functional adoption across brands, departments, and leadership teams.
- Maintained our Dagster deployment and created modular stored procedures for reporting data marts, establishing a scalable data infrastructure that reduced report generation time and improved reliability.
- Spearheaded migration to Google Analytics 4, creating custom event tracking through Tag Manager and developing automated BigQuery ETL pipelines for enhanced in-house analytics.
- Optimized catalog distribution strategy for 2M annual mailings through data-driven targeting and segmentation, resulting in \$200K annual cost reduction while improving profit per mailing.
- Engineered automated Python solution for affiliate marketing commission validation, eliminating manual reconciliation and recovering \$42K annually through improved accuracy.
- Executed an industry-wide survey, conducting market analysis and delivering actionable insights on competitive positioning and consumer behavior to executive stakeholders.
- Created centralized web application for marketing team to standardize UTM parameters, improving campaign tracking consistency.

Reporting Coordinator

CorVel Corporation | Portland, OR | May 2019 - April 2020

Created all client facing reporting in support of the account management team.

- Ran stewardship reporting for entire book of business serving 126 account managers in workers compensation.
- Collaborated with members across departments daily to reconcile differences in reporting practices.
- Overhauled CorVel's enterprise reporting to create a more strategic perspective on reducing an account's total cost of risk.
- Contributed to a comprehensive wiki that explained how reporting metrics were derived to non-technical stakeholders.
- Identified issues in .NET application that reduced stored procedure runtime upwards of 15%.
- Developed custom VBA macros to automate repetitive manual entry for stewardships that reduced project turnarounds.

Education

Bachelor of Science, Economics

University of Oregon | 2018