

Kyle Schryver

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Summary

Data analyst with 6+ years of experience transforming complex customer data into actionable business strategy across SaaS environments. Specialized in customer behavior analytics, marketing funnel optimization, and subscription analytics that drive acquisition and retention strategies. Excel at bridging technical analysis with cross-functional collaboration to deliver measurable business outcomes.

Experience

SkySlope <i>Data Analyst</i>	Remote	September 2023 - Present
<ul style="list-style-type: none">Led user analytics initiatives analyzing subscription patterns and churn behavior, identifying key indicators that improved retention rates and influenced product roadmap decisionsDeveloped predictive models to segment customers by behavior and engagement patterns, enabling targeted marketing campaigns that improved conversion ratesCreated comprehensive Tableau dashboards visualizing cross-product usage metrics and marketing funnel performance, enhancing GTM team decision-makingPartnered with engineering to automate marketing data pipelines, improving validation processes and analytical efficiency		
Aromyx <i>Data Analyst</i>	Mountain View, CA	March 2022 - June 2023
<ul style="list-style-type: none">Designed and implemented ETL pipelines connecting multiple data sources into a unified analytics platform, improving data quality and accessibility for business intelligenceEngineered automated dashboards for business metric analysis, providing leadership with real-time visibility into growth, KPIs, and project performanceApplied statistical modeling techniques to experimental data, identifying key patterns and correlations that informed product development strategy		
Deloitte <i>Cyber Risk Analyst</i>	San Jose, CA	September 2021 - February 2022
<ul style="list-style-type: none">Designed risk management programs, leveraging data analysis to enhance reporting capabilitiesApplied analytical skills to identify key insights from security data, optimizing client reporting workflows and improving data handling efficiency		
DataGrail <i>Marketing & Data Science Intern</i>	San Francisco, CA	June 2018 – July 2021
<ul style="list-style-type: none">Created and optimized marketing analytics workflows that increased organic web traffic by 300% over 6 months and improved lead qualityDeveloped dashboards to track marketing funnel metrics, providing critical data visibility for sales and marketing teams to optimize conversion ratesManaged cross-functional projects between product, marketing, and design teams, including seasonal market reports and SEO content strategyLeveraged HubSpot analytics to optimize lead scoring, tracking, and conversion workflows across marketing and sales funnels		

Education

Santa Clara University

Levey School of Business, Bachelor of Science in Commerce, *GPA: 3.9/4.0*

Major: Management Information Systems, *Minors:* Computer Science, Business Analytics

Business Analytics Honors: Outstanding Student in Information Systems & Analytics Award

Technical Skills

- Python (Scikit-learn, Pandas, NLTK)
- SQL and MySQL database management
- Statistical modeling and machine learning
- Natural Language Processing (NLP)
- Predictive analytics and visualization

Tools & Platforms

- Tableau and Looker
- HubSpot, Google Analytics
- ETL pipeline development
- Git version control
- Microsoft Excel for data analysis