

Sara Reyes

Senior Data Analyst — Growth & Revenue Analytics

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Summary

Analyst with 3+ years turning messy product and revenue data into clear, defensible decisions. Comfortable across the stack — from raw event ingestion through dbt modelling to executive-ready dashboards. Strong bias for repeatable, version-controlled analytics over one-off reports.

Experience

Senior Data Analyst — Growth

Madrid, Spain

HelloFresh

Apr 2023 – present

Embedded with the growth marketing pod; owns funnel and CAC analytics across paid acquisition channels.

- Rebuilt the marketing attribution model in dbt, replacing a fragile spreadsheet with a tested pipeline that aligned finance and marketing on a single CAC number.
- Identified a 27% lift opportunity in onboarding email cadence; A/B test confirmed +18% week-1 retention, rolled out to all markets.
- Designed the weekly growth scorecard reviewed by the CEO and head of marketing.

Data Analyst

Madrid, Spain

Cabify

July 2021 – Mar 2023

Worked across pricing, supply matching, and rider experience.

- Built the surge pricing simulation framework that let the pricing team test policy changes against historical data before deployment.
- Cut average dashboard load time from 18 to 3 seconds by re-architecting the warehouse layer in dbt incremental models.
- Wrote the team's onboarding handbook for new analysts; reduced ramp time from six weeks to three.

Junior Data Analyst

Barcelona, Spain

Glovo

Sept 2020 – June 2021

Operations analytics for the courier-side experience.

- Investigated and patched a long-standing courier-earnings reconciliation issue, recovering EUR 110K in mislocated payouts.

Education

Universidad Carlos III de Madrid

Sept 2018 – June 2020

MSc in Statistics for Data Science

- Thesis: Hierarchical Bayesian models for ride-hailing demand forecasting

Universidad Complutense de Madrid

Sept 2014 – June 2018

BSc in Mathematics

Skills

Languages & query: SQL (advanced), Python (pandas, polars), R (occasional)

Modelling & warehouse: dbt, Snowflake, BigQuery, Postgres, Airflow

Visualisation: Looker, Tableau, Mode, Hex, Streamlit

Statistics: A/B testing, causal inference, Bayesian methods, time series

Stakeholder work: Executive reporting, RFC writing, async-first communication

Projects

dbt-coverage

Open-source CLI that audits dbt projects for missing tests; 600+ GitHub stars.

Languages

Spanish: Native

English: Fluent (C1)