

Jason Choi

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SUMMARY

Data analyst with 5+ years of experience driving strategic insights across U.S. and Canadian tech companies. Proven track record in building dashboards, optimizing operations, and leading data initiatives for partners like the NBA and Expedia. Recently moved to New York City, bringing strong technical skills and a business focused approach to analytics.

EXPERIENCE

FlipGive

Toronto, Canada

Senior Data Analyst

July 2024 - March 2025

- Identified and reduced excessive credit card processing costs, leading a vendor comparison analysis that transitioned FlipGive from Stripe to a more cost effective provider, resulting in \$150,000 in total savings over a 3 year period
- Created statistical models using Python and SQL on customer purchasing patterns across 800+ partner brands, which informed new marketing strategies and improved ROI for future promotions
- Initiated a \$100,000 renewal of Expedia's partnership by analyzing transaction data pre and post investment, demonstrating significant ROI

Thriveworks

Boston, MA

Business Operations Analyst

February 2023 - June 2023

- Created clinician projections dashboard for senior HR leaders, aiding in budget forecasting for future quarters
- Designed performance dashboards for recruiters to track current progress against YTD metrics, helping identify common bottlenecks
- Led weekly metrics meetings to go over current/future state of new hire progress, reducing falloff by 20% through proactive analysis of onboarding datasets
- Partnered with HR in tracking quarterly progress of current clinicians vs patients, resulting in a 15% increase of clinician hires in newly identified markets

Fortra

Boston, MA

HR Data Analyst

May 2022 - February 2023

- Developed TTM turnover/headcount tracking for 15+ acquisitions to showcase impact on main business
- Built DEI and recruiting dashboards for senior leadership to track DEI metrics and live recruiting pipeline status
- Forecasted future attrition rate for voluntary/involuntary turnover to inform TA and align with industry standards

Cybereason

Boston, MA

Data Analyst

August 2021 - May 2022

- Designed financial dashboards for projected billings of each customer, improving billing efficiency and clarity
- Created and maintained dashboards for HR team to track hires, departures, and forecasts for weekly SMT meeting
- Spearheaded transition from DataStudio to Looker by reviewing 20+ hours of technical BigQuery/Looker footage to enable smooth team transition

SmartBear Software

Somerville, MA

Data Analyst

January 2020 - August 2021

- Leveraged JIRA ticket data to create dashboards for Product, Salesforce and Marketo team admins to increase efficiency in response time/quality and allow for clearer documentation of processes
- Engineered data integration pipelines by configuring AWS AppFlow to push data into Snowflake, and initialized Snowflake instances for analysis and transformation, connecting Salesforce and AWS data sources via SQL
- Analyzed multiyear customer feedback data contributing to the published report, "2021 State of Software Quality"

EDUCATION

Northeastern University, D'AmoreMcKim School of Business

Boston, MA

Bachelor of Science in Business Administration

May 2021

Concentration: Management Information Systems and Business Analytics

SKILLS

Business : MS Suite, Salesforce, PowerBI, Tableau, Looker, Python, GBQ, Snowflake, SQL

Languages : English, Korean (working proficiency)