

Derek Shirley

derek@derekdevs.com ❖ (940) 594-6143 ❖ Grapevine, Texas (Open to relocation.)

PROFESSIONAL SUMMARY

Data & Analytics Lead with 8+ years of experience and a proven track record of building and leading analytics functions, architecting data solutions from the ground up, and driving significant revenue growth. Expertise in transforming complex data into high-impact strategies across marketing, supply chain, and logistics at major brands like GameStop and Dave & Buster's. A passionate mentor and product-focused leader with deep technical skills in SQL (Google BigQuery, Databricks), Python, and Power BI, dedicated to partnering with executive stakeholders to achieve business objectives.

LEADERSHIP EXPERIENCE

Established and led the first analytics department for American Diamond Logistics, building the function from scratch and scaling data strategy as the company grew from 15 to 40+ employees. Proven expertise in setting analytical direction, developing talent, and aligning data initiatives with executive-level business goals.

Experience also includes directly managing and mentoring a team of 15+ professionals (Park West Galleries) and leading high-impact analytics projects at GameStop and Dave & Buster's.

WORK EXPERIENCE

Dave & Buster's Entertainment Inc.

August 2024 – Present

Senior Data Analyst, Marketing

Grapevine, TX

- Owned and directed marketing analytics strategy, presenting data-driven recommendations to executive stakeholders that shape ad spend effectiveness, loyalty program enhancements, and CRM performance.
- Engineered and maintained the marketing data ecosystem, architecting and building Python-based pipelines to integrate disparate sources (Adobe Analytics, Salesforce, Google Analytics, Placer.AI) into a unified Databricks environment.
- Delivered critical insights into web traffic and user behavior by developing self-service reports and dashboards in Power BI and Excel, leading to optimized conversion rates and a better user experience.
- Spearhead high-impact analytical projects, such as integrating public datasets for true DMA-level performance analysis and performing granular transaction-level analysis to optimize user acquisition and retention strategies..

GameStop Corp.

May 2023 – August 2024

Senior Data Analyst, Supply Chain

Grapevine, TX

- Drove a 93% success rate in a complex nationwide stock rebalance initiative by owning the data validation and utilization strategy in collaboration with development and technical teams.
- Developed and deployed Python-based demand forecasting models that directly contributed to optimized warehouse space utilization and more efficient store distribution for new gaming products.
- Engineered complex Alteryx workflows to automate data preparation for cross-functional Power BI dashboards, providing a unified view of performance for supply chain and sales leadership.
- Spearheaded the analysis of terabyte-scale datasets using advanced SQL in Google BigQuery, delivering critical insights that informed key optimizations across marketing, sales, and supply chain operations.

Glitch Breakers

January 2023 – May 2023

Founder / Lead Data Analyst

Northlake, TX

- Operated an independent consultancy providing end-to-end digital solutions for small business clients, from initial concept to full-stack application development and data strategy.
- Architected and implemented core data solutions for e-commerce clients, including customer data models, dynamic pricing structures, and sales reporting systems using Python and SQL.

- Engineered web applications using TypeScript and modern frameworks, leveraging user behavior analytics.

American Diamond Logistics

June 2020 - January 2023

Senior Data Analyst, Supply Chain

Roanoke, TX

- Established and led the company's first analytics department, scaling data strategy and capabilities as the company grew from 15 to 40+ employees and directly contributing to a 26% annual revenue growth.
- Engineered a bespoke HubSpot integration with a custom Python pipeline, creating a mobile-first tool that enabled the sales team to request and receive real-time freight quotes, dramatically improving workflow efficiency.
- Spearheaded complex pricing analysis for enterprise client bids, including Nestle and Body Armor, modeling over 4,000 shipping lanes by synthesizing massive industry datasets (DAT) with Python and SQL.
- Onboarded and trained the company's next two data analysts, creating custom scripts and Excel/Google Sheets plugins to accelerate their development and team integration.

Park West Galleries

January 2017 - January 2020

Sales Analyst

Miami, FL

- Led and mentored a high-performance team of 15+ sales professionals, consistently exceeding revenue targets through strategic data application.
- Managed sales strategies using SQL, Python, and Excel, regularly exceeding targets of \$300K in sales over fourteen-day periods.
- Developed data-driven pricing strategies for art collections valued at over \$3 million.

Personal Projects

DerekDevs.com

Ongoing

- Independently engineered a full-stack React portfolio website to serve as a hub for showcasing data analytics and engineering projects.
- Developed and documented a complete Python-based ETL pipeline, processing and cleaning raw public datasets from sources like Kaggle into a structured format ready for analysis.
- Built and deployed interactive dashboards using Power BI/Tableau to visualize customer behavior metrics and business KPIs from Kaggle datasets, demonstrating end-to-end project ownership.

SKILLS

- **Leadership & Strategy:** Team Leadership & Mentorship, Data-Driven Strategy, Executive Communication, Product Intuition, ROI Optimization, Agile Project Management
- **Data Architecture & Modeling:** ETL Architecture, Data Pipeline Development, Data Modeling, Data Warehousing (Databricks), Data Quality Assurance
- **Analytics & Data Science:** Demand Forecasting, A/B Testing, Statistical Analysis, Advanced & Scalable SQL
- **Technical Stack & Programming:** Python (Pandas, NumPy, Scikit-learn), PySpark, Cloud Platforms (AWS, Google BigQuery), Databases (SQL Server, MongoDB)
- **BI & Visualization:** Power BI, Tableau, Alteryx, DAX

Accolades

- Eagle Scout