Delphine Okonkwo-Hart

Product Analyst

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SUMMARY

Product analyst with 5 years in B2B SaaS and consumer subscriptions, working in SQL, dbt, Amplitude and Mode. Found the onboarding step that lost 31% of new workspaces and sized the fix that lifted week-4 retention by 6 points. Known for turning a vague product question into a metric the whole squad agrees on before anyone builds.

EXPERIENCE

Product Analyst — Calendrix Software

Austin, TX · Mar 2023 – Present

- Mapped the 7-step workspace setup funnel in Amplitude and SQL, finding that 31% of new accounts stalled at the calendar-sync step; the redesign that followed lifted week-4 retention by 6 points.
- Designed and read 14 A/B tests for 3 product squads, including a pricing-page test across 48,000 visitors that raised trial starts by 9%.
- Built the dbt models behind the company's core activation metric, ending a 2-quarter dispute between product and sales over what counted as an active team.
- Sized the market for a requested Outlook add-in using event data from 12,000 accounts, showing only 4% would use it and saving roughly 2 engineer-quarters.

Data Analyst, Product — Pulsewell Fitness

Austin, TX · Jun 2021 – Feb 2023

- Built monthly retention cohorts for 220,000 subscribers in Mode, showing annual-plan users who logged 3 workouts in week 1 churned at half the base rate.
- Tracked a new streaks feature across 2 app releases and flagged a logging bug that had inflated daily active users by 8% for 5 weeks.
- Answered roughly 25 ad hoc product questions a month, cutting average turnaround from 4 days to 1 with a shared query library.

SKILLS

Analysis: SQL (window functions, CTEs), Python (pandas, scipy), dbt

Product analytics: Amplitude, Mixpanel, Optimizely, Statsig

Visualization: Mode, Looker, Tableau

Methods: Funnel analysis, cohort retention, A/B test design, feature sizing

CERTIFICATIONS

Amplitude Analytics Practitioner, 2023

EDUCATION

B.S. Statistics, Texas A&M University, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.