Jeff Mewhinney

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SUMMARY

Staff Analyst with 8+ years building commercial BI for a B2B sales organization, spanning sales force effectiveness, channel performance, and customer acquisition reporting. Expert in Tableau and Looker with working knowledge of Power BI, backed by advanced SQL and Python. Trusted partner to sales, finance, and executive leaders, turning ambiguous business questions into dashboards and models that drive measurable revenue outcomes.

CORE COMPETENCIES

Tableau Development | SQL & Large Datasets | Sales Force Effectiveness | Channel Analytics | KPI Design & Governance | Commercial Data Translation | Stakeholder Partnership | Self-Serve BI

Visualization: Tableau, Looker, Power BI
Analytics: SQL, Python
Platforms: Snowflake, dbt, Lakehouse

EXPERIENCE

Staff Analyst
Feb 2026 – Present
Angi, Indianapolis, IN

- Helped cut month-end close from **7 people** over a week to **3 people** in **2 days**, saving about **300 hours** a month, by building SOX-aligned close pipelines and self-serve data structures (SQL, Python, dbt) for Sales, Care, FP&A, Product, and Accounting.
- Modernizing reporting onto a lakehouse (medallion) architecture on Snowflake by leading the migration from legacy stacks, using AI-assisted workflows to sequence changes without disrupting key pipelines.
- Contributed to a **37%** increase in estimated margin per sale by defining and governing success metrics across product offerings, aligning Product, Finance, and Operations on one source of truth.
- Saving about **100 hours** a month with an agentic Claude and Cursor workflow that gathers, QAs, and stores **15** executive metrics for monthly Investor Relations and Board reporting.

Senior Business Analyst
Feb 2022 – Feb 2026
Angi

- Gave leadership one source of truth for weekly and monthly business reviews by owning commercial BI for a B**2**B sales organization (sales performance, channel, and CAC reporting on dimensional models, dbt, and Tableau/Looker) and leading WBR/MBR reviews with Product, Sales, and Finance.
- Helped raise margin per acquisition **30%** by analyzing sales funnel and channel efficiency across customer segments and translating findings into channel investment recommendations.
- Contributed to **200%**+ annual paid search revenue growth for several years and **~350%** margin growth over two years by building lead-to-sale attribution and LTV-based paid search ROI reporting across Google, Meta, and Bing, including fixes for recurring tracking breakage.
- Contributed to **~15%** higher value per FTE, **~20%** higher margin per sale, and a **12%** drop in **3**-month churn likelihood vs. control, through experiments I designed and read out (t-tests, Bayesian): multi-round sales pilots normalized for opportunity mix, rep behavior, and tenure, and a tenure-based Care credit.
- Helped reduce ad hoc request bottlenecks across commercial and operational teams by training **~360 users** on self-serve data tools, from **~300** frontline employees and **~50** managers to **~10** executive leaders.

Business Analyst II
Feb 2019 – Feb 2022
Angi

- Contributed to a **~12%** reduction in churn and a **20%**+ increase in sales per capita by building Tableau churn and sales performance dashboards that leadership used to set headcount and compensation plans.
- Supported six consecutive record months of contract value sold by partnering with Sales and Care leadership on adoption-focused Tableau dashboards that closed gaps in their data understanding.

Commercial Strategy Intern, Clubs and Lounges
Sep 2017 – 2018
United Airlines, Chicago, IL

- Helped save **$25M** and informed **$45M** in capital planning by building a SQL-based data model that turned lounge traffic data into commercial investment recommendations, de-prioritizing underutilized locations.

EDUCATION

Taylor University, Upland, IN. B.A. Business (Economics, Management & Marketing) May 2017