

Lyla Le

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SUMMARY

Reporting and analytics professional with four years of experience turning digital advertising and media data into practical decisions for commercial, product, operations, and finance teams. Advanced SQL, Python, Excel, Tableau, and Looker support large dataset analysis, **automated reporting**, ETL development, **data quality** controls, and executive reporting. Work across digital video marketplaces includes inventory availability, sell through patterns, yield signals, revenue analysis, and source system changes. Python validation routines have caught anomalies before executive reporting, while governed AI assisted workflows have supported faster trend exploration. Clear narratives help technical and business audiences weigh **growth opportunities**, reporting improvements, and product priorities. Collaborative delivery with engineering and product partners keeps metric definitions consistent and useful. This combination of **analytical judgment**, communication, and practical delivery can support reliable insights and better decisions across a growing media marketplace.

EXPERIENCE

Reporting and Analytics Analyst

July 2024 - Present

BrightWave Ad Systems

Philadelphia, PA

Owns marketplace reporting for digital video inventory, supporting sales, operations, product, finance, and executive decisions through governed metrics, dashboards, validation workflows, and source system change management.

- Built SQL metric views and **Tableau** dashboards for **digital video inventory** reporting across stakeholder teams
- Created Python validation routines that caught source anomalies before monthly **executive reporting** and remediation
- Developed Looker **reporting** for inventory availability, **sell through** patterns, and yield signals across marketplace operations
- Reworked ETL logic after event schema changes, preserving historical metric continuity for recurring business reporting
- Evaluated AI assisted trend workflows with governed SQL checks before observations reached business users
- Translated analysis into concise decision narratives that clarified **growth opportunities** for product and commercial leaders

Data Analyst

October 2022 - June 2024

Northstar Digital Media

Pittsburgh, PA

Analyzed advertising delivery, revenue, and inventory data for digital properties, combining SQL, advanced Excel, Python, Tableau, and ETL workflows to guide media operations and client reporting.

- Analyzed delivery, revenue, and inventory datasets with **SQL** and **advanced Excel** for monetization decisions
- Created Tableau **dashboards** that unified weekly reporting for media operations and client facing teams
- Used **Python** to clean, join, and profile source extracts, reducing manual reconciliation in recurring workflows
- Built **ETL** routines for new ad serving fields, validating rows, dimensions, and metric definitions
- Prepared business review narratives that converted inventory utilization findings into clear strategic options
- Partnered with product and engineering contacts to test reporting changes and confirm operational **data quality**

PROJECTS

Digital Video Marketplace Health Reporting 📅 2025

Created a governed reporting concept for marketplace health, combining inventory availability, sell through, yield, and source validation signals in accessible business intelligence views.

AI Assisted Trend Exploration Workflow 📅 2024

Evaluated a controlled analytical workflow that paired natural language trend exploration with SQL checks, helping business users review observations with clear data validation.

LEADERSHIP & AWARDS

- Recognized by commercial stakeholders for dependable marketplace reporting and clear executive level analytical narratives.
- Selected by product and engineering partners to support reporting changes, metric definitions, and data quality reviews.
- Earned Tableau Desktop Specialist certification after demonstrating practical dashboard development and visualization knowledge.

EDUCATION

Bachelor's Degree in Business Analytics

2022

Temple University GPA: 3.8

Philadelphia, PA

Coursework: SQL, Python, business intelligence, data visualization, statistical analysis

CERTIFICATIONS

- Tableau Desktop Specialist 📅 2024
- Google Advanced Data Analytics Professional Certificate 📅 2023

TECHNICAL SKILLS

- **Query and Scripting:** SQL, Python, R
- **Business Intelligence:** Looker, Tableau, dashboard design
- **Spreadsheet Analysis:** Advanced Excel, pivot tables, lookup formulas
- **Data Integration:** ETL, source mapping, schema changes
- **Data Quality:** Validation routines, profiling, reconciliation
- **Advertising Analytics:** Digital advertising, campaign delivery, revenue analysis
- **Media Marketplace:** Digital TV metrics, inventory management, yield analysis
- **Reporting Automation:** Automated reporting, recurring metrics, scheduled views
- **Data Visualization:** Tableau dashboards, Looker reports, executive reporting
- **Advanced Analytics:** AI assisted analytics, trend discovery, analytical workflows
- **Stakeholder Delivery:** Business reviews, acceptance criteria, strategic discussions

SKILLS

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|----------|------------------|------------------------|-----------------------|
| • SQL | • Tableau | • Data Quality | • Automated Reporting |
| • Python | • Advanced Excel | • Digital Advertising | • Data Visualization |
| • R | • ETL | • Inventory Management | • Strategic Thinking |
| • Looker | • Data Analysis | • Yield Analysis | |

PROFESSIONAL AFFILIATIONS

- Analytics community participant focused on practical reporting, data quality, and business intelligence methods.
- Digital advertising technology practitioner engaged with marketplace measurement, inventory analysis, and yield topics.

LANGUAGES

- English (Native)
- Vietnamese (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST