



Nic Discepoli

Senior Product Data Analyst

Summary

Insightful analytics professional who finds the big picture in dense data sets. Proven track record building analytical data stacks based on rich customer insight and conversion analysis. Team-oriented self-starter with a strong work ethic. Adept at:

- Product Analytics
- Marketing Automation
- Systems Thinking
- Analytics Engineering
- A/B Testing
- Communication

Education

Belmont University

BBA in Entrepreneurship
and Music Business
magna cum laude
May 2017

Honors Societies:

Sigma Nu Tau
Alpha Chi

Technical Skills

- Advanced SQL
- Data Transformations (dbt, Jinja)
- Semantic Layers (LookML, Cube)
- BI Visualization (Looker, Superset, Hex, Tableau)
- Google Analytics 4 & Firebase
- Google Tag Manager
- BigQuery, Snowflake
- Data Visualization, Presentations & Strategy

Vercel

Senior Data Analyst, Product // November 2025 – Present

- Define key events to capture product usage with product and engineering teams and oversee implementation through to ingestion in the data warehouse (Snowflake)
- Plan, implement, and test advanced SQL transformation pipelines to turn raw data into actionable and efficient data marts using dbt and an in-house Airflow alternative
- Create & maintain governed sets of dimensions, measures, and metrics in a semantic layer to ensure downstream data consumers can discover and properly use data marts as intended
- Present insights from data through a variety of surfaces including traditional BI dashboards in Preset (Apache Superset), ad-hoc reporting and presentations, and by providing context and rulesets to our in-house AI-powered data chatbot
- Built "Product Metric Explorer," a robust custom data app for Vercel's executive team and product leads to analyze a standardized set of metrics across disparate activities spanning the entire product suite. The app enables users to seamlessly navigate between top-line metrics and granular SKU & customer-level data and creates a shared analytical framework for product teams.

RudderStack

Senior Solutions Engineer // August 2024 – October 2025

- Led the technical implementation of RudderStack's SaaS product for new clients to align company solutions with client objectives to address complex data infrastructure needs
- Assisted with product development of our warehouse-native identity resolution product, Profiles, by synthesizing client feedback, leveraging personal expertise, and collaborating with on-staff analytics engineers to provide actionable insights on the product's user experience and efficiency
- Diagnosed and resolved technical issues for clients quickly by working with cross-functional teams to help clients reach their data infrastructure goals and secure customer retention
- Outlined product expectations from clients to our product and engineering teams to ensure that new features met their needs
- Conducted data analyses and crafted strategic presentations for client renewals, highlighting product usage metrics and recommending next steps to derive more value from the product

The Atlantic Magazine

Senior Data Analyst & Analytics Engineer // October 2020 – August 2024

- Planned and executed migration from legacy ETL tools to a robust, modern data stack using dbt, making the analytics process more efficient and reliable for stakeholders
- Planned and implemented a re-architecture of event taxonomy that unified mobile and web analytics as the company migrated from GA3 to GA4
- Led data activation through management of the marketing platform, Lytics, by providing data strategies for colleagues looking to implement personalized marketing campaigns
- Led A/B testing experiment design, implementation, and analysis to improve marketing funnels and product experience
- Presented in-depth analyses on pressing trends in product engagement, checkout conversion, customer retention, recommendation algorithm success, and audience preferences
- Built & maintained dashboards for Marketing, Product, and Subscription Revenue
- Proactively identified and resolved technical bugs within our data and event tracking infrastructure