BEHRANG BEHJOO

Business Intelligence & Analytics Leader | Revenue Intelligence | AI-Native Analytics

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databybehrang.com | dataisugly.com | linkedin.com/in/bbehjoo | github.com/bbehjoo/analytics-work-samples

SUMMARY

Analytics leader who builds 0-to-1 analytics functions for fast-growing companies and turns them into decision systems for executive teams. Built the function from zero at a $300M+ ARR SaaS company and scaled it into a global team, owning the metrics on the board deck (ARR/Bookings, ACV, NRR, GRR, churn, LTV/CAC, unit economics, consumption and usage-based revenue) and the semantic layer, self-service platform, and AI-native analytics behind them. Now owns full-funnel measurement, attribution, and experimentation for new verticals at a Series C health tech company. Works across Sales, Finance, Marketing, Product, and Customer Success to standardize definitions, retire competing spreadsheets, and put one governed set of numbers in front of every decision-maker without a ticket.

CORE COMPETENCIES

Analytics Strategy & Insight Delivery • Executive Storytelling & Senior Leadership Communication
Semantic Modeling & Data Architecture • SaaS Measurement (ARR/Bookings, NRR, GRR, LTV, CAC)
Full-Funnel Attribution & Conversion Measurement • Experimentation & A/B Testing
Consumption & Usage-Based Revenue Analytics • AI-Native Analytics & Conversational BI
Self-Service Enablement • Modern Data Stack (dbt, Airbyte, Dagster)
Data Governance & Quality Frameworks • Quote-to-Cash (Q2C) Integration
High-Performing Team Building • C-Suite Partnership (CFO, CRO)

PROFESSIONAL EXPERIENCE

Senior Analytics Manager | Rula (Health Tech, Fast-Growing Series C) **Jun 2026 - Present**

Recruited into the Finance organization, reporting to the VP of Analytics, to own full-funnel measurement for new business verticals: attribution, conversion, experimentation, and GTM data quality.

- Built full-funnel conversion measurement frameworks for new verticals, defining the funnel metrics, baselines, and models leadership uses to set annual targets.
- Replaced legacy reports with source-of-truth dashboards and automated billing monitoring that catches partner invoice errors before they go out.
- Design and analyze product A/B tests, geo-clustered ad tests, and retrospective program analyses, partnering across Finance, Product, Partnerships, and Revenue Operations.
- Own attribution and pipeline measurement across a two-instance Salesforce estate; led an attribution audit across CRM, web analytics, and the warehouse that redirected GTM strategy from attribution fixes to customer reach.
- Roughly doubled the utilization Rula can report to partners by building partner-facing reporting that matches partner insurance data to patient records.

Director, BI & Analytics | Turnitin (Ed-Tech SaaS, $300M+ ARR, 1,000+ employees) **Jan 2022 - Jun 2026**

Promoted three times (IC, Senior Manager, Director). Built the analytics function from scratch within Revenue Operations.

- Grew BI & Analytics function from solo IC to a global team of 5 across the US, UK, and Philippines, plus a mentored power-user network across functions; served as the strategic insights engine for Sales (rep productivity, capacity, quota modeling, campaign influence), Finance, Marketing, Product, and Customer Success.
- Designed and owned core SaaS measurement frameworks (ARR, ACV, NRR, GRR, churn, LTV, CAC) used for quarterly forecasting, board reporting, and executive operating reviews; standardized metric definitions with CRO, CFO, and Regional VPs.
- Architected AI-native analytics layer including semantic model enabling conversational BI, natural language querying, and AI-generated insight narratives; democratized data access for non-technical stakeholders.
- Led dual-phase data platform transformation from Excel and Sheets to Alteryx and Tableau to dbt with Airbyte and Dagster; migrated 50+ Alteryx workflows to dbt in 6 months using AI-assisted development, and owned budget, vendor strategy, tool selection, negotiation, and renewals.
- Developed a pipeline scoring system (past-due close dates, inactivity, stage regression, rep opportunity load) that showed roughly 80% of a new-logo pipeline reporting 6x coverage was stale; the CRO and RVPs mandated a cleanup and the score became a fixture of weekly sales manager reviews.
- Built consumption analytics auditing product usage against contracted entitlements across the install base; surfaced $3M in unbilled expansion revenue and drove renewal pricing strategy.

- Designed AI-powered renewal prioritization agent for Customer Success covering 10,000+ renewal accounts, leveraging contract, consumption, and account-health signals to surface at-risk accounts with recommended interventions; adopted by 80%+ of the CS organization.
- Established Data Quality Council and governance framework with automated testing, audit-ready documentation, and data quality monitoring; shifted culture from reactive fixes to proactive stewardship.
- Engineered contract-level data bridge between Salesforce CRM and NetSuite ERP, automating reconciliation across the Quote-to-Cash lifecycle with 100% financial data integrity.
- Launched self-service analytics portfolio of dashboards and exploratory tools, reducing ad-hoc request volume by 40%+; deployed reverse ETL pipelines writing customer health scores directly into Salesforce.

Data Science Manager | Wavemaker (Ad-Tech / Global Agency Network) **Apr 2021 - Jan 2022**

- Built full-funnel attribution engines that optimized multi-million-dollar media budgets by linking ad spend to conversion outcomes across channels; directly informed resource allocation for global campaigns.
- Won Fortune 500 accounts by translating complex attribution analytics into strategic narratives for non-technical executives.
- Technical lead for audience data strategy and identity resolution using first- and third-party data to build segmentation models powering global media campaigns.

Manager, Strategy & Analytics | PDC (Healthcare Manufacturing and Distribution) **Nov 2019 - Apr 2021**

- Built auditable commission payout system for 50+ reps spanning revenue, volume, and margin-based plans; replaced manual spreadsheet process with governed snapshots used by Finance for balance sheet reconciliation.
- Owned pricing and rebate analytics across millions in revenue; built models that identified margin leakage, informed pricing decisions, supported contract negotiations, and drove structural changes to the rebate program.
- Harmonized Orders, Invoicing, and Opportunities data from SAP, Oracle, and Salesforce into a single source of truth across multi-region operations; reduced manual reporting time by 50%.

Senior Data Visualization Specialist | LRW (Material), Research and Analytics Consultancy **Jan 2015 - Nov 2019**

- Grew centralized data visualization function from a 1-person pilot to a 5-person team supporting 12+ enterprise accounts.
- Automated data pipelines saving 100+ hours per month; established visualization standards adopted firm-wide.

TECHNICAL SKILLS

Analytics & Modeling: SQL (advanced), dbt (Core and Cloud, MetricFlow semantic layer, dimensional modeling), Python, A/B testing and experiment design, Alteryx, production-ready data modeling, Excel and Google Sheets (advanced)
Data Infrastructure: AWS Redshift (data warehouse, comparable to Snowflake and BigQuery), S3, DuckDB, Dagster orchestration (comparable to Airflow), Airbyte ETL/ELT (comparable to Fivetran), Reverse ETL (comparable to Hightouch and Census)
Visualization & BI: Tableau, Hex, Looker (LookML), AWS QuickSight, Metabase, Conversational BI / NLQ platforms
AI & Automation: Claude, ChatGPT, Gemini, GitHub Copilot, Cursor, AWS Bedrock, MCP Servers, AI Skills & Plugins, Agentic Workflows
Revenue & GTM Systems: Salesforce CRM, NetSuite ERP, SAP, Oracle, Pardot, Highspot
Workflow & Collaboration: Jira, GitHub, Git-based workflows, CI/CD pipelines (GitHub Actions), dbt tests, Agile and sprint management
Familiar With: Snowflake, BigQuery, Databricks, Fivetran, Airflow, Marketo, HubSpot, Gainsight, Outreach

EDUCATION

M.S. Biomechanics, California State University, Northridge | 2014
B.S. Kinesiology, California State University, Northridge | 2012

PORTFOLIO & ADDITIONAL EXPERIENCE

Portfolio (databybehrang.com). Interactive walkthrough of the measurement frameworks, semantic layer, and AI-native analytics work described above, with the definitions behind each metric.

Code Samples (github.com/bbehjoo/analytics-work-samples). A dbt project modeling a B2B SaaS company on Salesforce and NetSuite data: reconciling ARR waterfall, MetricFlow semantic layer, Quote-to-Cash reconciliation, role-based secure views, and 173 automated tests run in CI on every push.

Data Is Ugly (dataisugly.com). Data visualization site that presents surprising, source-checked facts as single animated charts, each with documented methods and a toggle that redraws the same numbers the way a default spreadsheet would.

Founder & Author, The Fight Algorithm (thefightalgorithm.com). Independent analytics publication applying data storytelling, statistical modeling, and machine learning to combat sports. Built the pipeline, models, and editorial voice from scratch.

Course Instructor, DataCamp. Dec 2023 - Apr 2024. Invited to design and teach the Analytics Engineering curriculum on data transformation and workflow automation for the broader data community.