

LOGAN WEWERS

Staff Data Analyst | Analytics Engineering & AI-Enabled Analytics

Dallas, TX | (501) 920-8439 | logan.wewers@gmail.com | [LinkedIn](#)

SUMMARY

Data analytics leader with 8+ years of experience modernizing data stacks, building analytics functions from the ground up, and turning complex data into decisions that drive revenue and efficiency. Deep expertise in SQL, Python, dbt, and Snowflake, with a track record of pioneering AI-assisted development and AI analytics agents that multiply team output. Trusted partner to senior leadership and a hands-on mentor who levels up entire analytics teams.

CORE SKILLS

Data & Modeling: SQL, Python, dbt, dimensional modeling, database architecture, ELT (Fivetran), GitHub

Platforms: Snowflake, Databricks, Google BigQuery

BI & Visualization: Sigma, Looker, Tableau, Power BI, Omni, Databricks AI/BI, Metabase

AI & Analytics: AI-assisted development with Codex, Claude Code, and Genie AI agents; AI analytics agents; experimentation & A/B testing; statistical modeling; forecasting; ML clustering

Leadership: Analytics strategy, stakeholder management, mentoring & training, executive communication, QA & code review

PROFESSIONAL EXPERIENCE

COASTAL COMMUNITY BANK

Remote

Staff Data Analyst

March 2026 – Present

Recruited to modernize the bank's data function. Senior IC introducing new analytical methods, leading high-visibility analytics projects, and mentoring the analyst team.

- **Founded the bank's first dbt project**, launching its Analytics Engineering practice: designed the database architecture, authored development standards and best-practice guidelines, and trained analysts on dbt Core.
- **Pioneered an AI-assisted development strategy** (Codex coding agents) to build the initial dbt data models, cutting development time from a full quarter to one week.
- **Led the bank-wide BI platform evaluation** (Power BI, Omni, Databricks AI/BI): interviewed leadership to define requirements and rollout plans, built a weighted evaluation framework, and presented findings to senior leadership for final decision.
- **Introduced AI analytics agents** to power a new self-service strategy, projected to cut the analytics team's non-value-add ad hoc workload from ~90% of their time to as low as 15%.
- Lead the Retail Bank reporting initiative to improve loan officer performance visibility: ran stakeholder discovery, delivered the team's first stakeholder-approved dashboard, and automated manual reporting processes.

DOLLY / TASKRABBIT

Remote

Lead Data Analyst

November 2024 – March 2026

Senior IC across both Taskrabbit and Dolly, driving analytical strategy, data modeling, and metric design; prioritized cross-functional work for maximum business value.

- **Developed a decision-support tool for Retail Ops** that cut reschedule rate by 50% and grew partnership volume by over 50%.
- Built end-to-end reporting, from dbt data models through business-facing dashboards, and led experimental design to accurately measure program impact.
- Led the strategy to migrate reporting from Looker to Sigma across both organizations.

- Mentored colleagues in dbt modeling, Sigma dashboarding, and root-cause analysis; established QA standards through comprehensive code review.
- Educated and advised Taskrabbit senior leadership on the Dolly business post-acquisition.

Senior Data Analyst

October 2023 – November 2024

Data SME and full-stack analyst for Dolly, owning data models, reporting, and the company's foundational database and BI strategy.

- **Led analytical research and policy development** for customer policies, generating \$1M in annualized profit.
- Developed a dbt dimensional semantic layer centralizing all company data; created ERDs and metric/dimension dictionaries enabling stakeholder self-service in Looker.
- Built marketing attribution logic that optimized spend and drove a 10% increase in app traffic.
- Forecasted customer-support labor demand to improve staffing efficiency; produced reports crucial to the sale of Dolly to Taskrabbit.

Data Analyst

August 2021 – October 2023

Early member of the nascent Data Analytics team; defined and implemented analytics and reporting best practices for scalable, data-driven decision-making.

- **Ran A/B testing for product optimization**, cutting apartment-move cancellation rate by 15%.
- Designed and built company performance dashboards in Metabase and Looker for senior leadership.
- Applied ML to translate complex datasets into actionable results, including Helper behavioral clusters that informed recruitment and performance programs.

MOSAIC / US GOOGLE CARRIER

Dallas, TX

Client Data Analyst II

July 2020 – August 2021

Led analytics strategy and execution for Mosaic's largest client, advising client contacts on go-to-market plans for Pixel products in carrier stores.

- **Built a statistical model of field-team performance** revealing \$1M in quarterly opportunity revenue; presented findings directly to the client.
- Automated reporting calculations with Python, reducing a two-week process to one hour.
- Appointed to a cross-company steering committee improving role clarity, tooling, and training for analysts across Mosaic; advised leadership on new offerings such as consumer-journey analysis.

ZIMMERMAN ADVERTISING & TBWA\CHIAT\DAY

Dallas, TX

Data Scientist

September 2019 – July 2020

- **Designed a BigQuery digital-marketing data warehouse** with Python ETL, automating data integration and reducing a five-hour manual task to minutes.

Digital Analyst

March 2019 – September 2019

- Owned analysis and reporting for the Nissan account; automated monthly reporting with Python and built Tableau media and executive dashboards.

EDUCATION & CERTIFICATIONS

B.S. Industrial Engineering, University of Arkansas (Most Outstanding Achievement in Decision Support) 2017

Data Science Intensive Bootcamp, Springboard 2017

Additional DataCamp certifications: see LinkedIn profile.