

# JOHN JOHANNABER, MS

SENIOR DATA ANALYST | DATA MODELING | ANALYTICS ENGINEERING | TRUSTED DATA PRODUCTS

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Atlanta, GA | [Tableau Portfolio](#) | [JohnJohannaber.com](https://www.johnjohannaber.com)

## PROFESSIONAL SUMMARY

Senior data analyst with 10+ years of experience turning complex operational systems into trusted analytical datasets, reusable metrics, and decision-ready reporting. Advanced SQL and Python practitioner who has integrated cross-system data in AWS, codified business lifecycles and definitions, and built controls across 200M+ records. Known for independently moving ambiguous problems from investigation to production, including automating 100+ business rules, unifying data for three universities, and leading analytics that reduced fraud by 78%. Combines hands-on technical delivery with precise documentation and clear communication across engineering, operations, legal, privacy, and executive stakeholders.

## SELECTED IMPACT

- Built scalable SQL/Python quality monitoring across 200M+ records and translated 100+ business rules into automated controls and Tableau reporting.
- Integrated Salesforce CRM, admissions, and enrollment data for three universities in AWS Athena and codified lifecycle logic for consistent reporting.
- Led account-risk analytics that reduced fraudulent transactions by 78%, helped deactivate 3.6M dormant accounts, and prevented approximately \$390K in losses.
- Improved campaign deliverability by supplying higher-quality customer data that reduced email bounce rate from 20% to 1%.

## CORE CAPABILITIES

**Data Modeling & Engineering:** Analytical datasets, relational modeling, source integration, ETL, business-rule translation, data cleaning, reusable metrics, performance-aware SQL

**Analytics & BI:** Python, statistical analysis, KPI design, Looker, Tableau, Power BI, QuickSight, dashboards, customer and executive reporting

**Governance & Delivery:** Metadata, business and semantic definitions, data dictionaries, lineage, data quality, MDM, requirements prioritization, precise documentation, stakeholder communication

## PROFESSIONAL EXPERIENCE

### Guild Mortgage

February 2026 - Present

*Data Governance Analyst*

- Designed and launched Guild Mortgage's Data Quality Engine, translating business requirements into executable controls, recurring exception monitoring, and structured remediation workflows across critical mortgage data.
- Partner with business owners, analysts, and technical teams to define metadata, business terms, ownership expectations, and validation rules that improve the reliability of enterprise reporting.
- Built a custom GPT that converts freeform notes and requirements into standardized process-flow diagrams, accelerating documentation while improving consistency and reuse.
- Set priorities and review deliverables for a data governance intern, providing hands-on coaching in data quality, documentation, and stakeholder communication.

### Independent Data Analyst Contractor

March 2025 - February 2026

*Data Analytics, Data Modeling & Quality Consultant*

- Built a cross-institution analytical foundation in AWS Athena by unifying Salesforce CRM, admissions, and enrollment data for App State, ECU, and NCCU.
- Translated the admissions lifecycle into reusable reporting logic by codifying start-versus-admit term relationships and establishing shared definitions in a maintainable data dictionary.
- Validated data across ETL layers; reconciled Salesforce and data-lake exports, identified test and orphan records, and strengthened ingestion for sensitive fields such as residency.
- Delivered QuickSight dashboards and applicant-to-admission metrics that supported planning, partner reporting, and future-term engagement analysis.
- Standardized customer, location, and item master data across companies under a common corporate umbrella to reduce data risk during cloud migration.

### The Home Depot | Atlanta, GA

December 2020 - March 2025

*Senior Analyst, Personal Information Data Management and Quality*

- Owned data-quality analytics across customer repositories exceeding 200M records, designing SQL controls for uniqueness, completeness, validity, and related dimensions while supporting Collibra Data Quality.

- Operationalized 100+ business rules in SQL and Python and delivered Tableau monitoring that made recurring issues visible, traceable, and actionable for business and technical teams.
- Built governed data products combining personal information, customer, transaction, and item/SKU data for use across marketing, legal, privacy, and operational decisions.
- Documented personal-data lineage from web and store collection through downstream consumption, helping teams evaluate definitions, access, purpose, and appropriate handling.
- Led a recurring SQL/Python account-risk process that helped deactivate 3.6M dormant accounts, reduce fraudulent transactions by 78%, and prevent approximately \$390K in losses over 12 months.
- Evaluated identity-resolution vendors including Amperity and Neustar, improved customer-profile consolidation, and partnered with engineers, analysts, Privacy, Legal, and business owners to prioritize and resolve data issues.

#### **AnswerRocket | Sandy Springs, GA**

**June 2019 - November 2020**

##### *Analytics Engineer*

- Shipped end-to-end analytics go-lives across multiple industries, validating source data, reporting logic, and production readiness for client engagements valued up to \$25K per month.
- Built dashboards and analytical outputs for clients including GE Automotive; translated ambiguous business needs into clear specifications and understandable reporting.
- Maintained customer-specific data documentation, improved support processes, and trained technical and non-technical users on analytics workflows and the proprietary RQL language.

#### **Purchasing Power | Atlanta, GA**

**October 2017 - June 2019**

##### *Marketing Database Analyst*

- Developed BI reporting and drill-down dashboards for direct-mail and digital campaigns, forecasting buying patterns and measuring weekly, monthly, and year-over-year performance.
- Automated ETL and reporting workflows, improving cycle time, accuracy, and repeatability.

#### **MarkeTeam | Sandy Springs, GA**

**May 2016 - October 2017**

##### *Data Analyst*

- Developed data-integrity checks and statistical workflows for national nonprofit campaigns generating more than \$100K per campaign.
- Modernized SQL architecture and integrated VBA, SSIS, and Power BI to improve data loading, processing, and reporting.

#### **Cloudtags | Atlanta, GA**

**August 2014 - February 2015**

##### *Data Science Intern*

- Created SQL-based retail reporting and recurring summaries for clients and senior management, improving visibility into project results and data-collection performance.

### **TEACHING & MENTORING**

#### **Southern New Hampshire University | Remote**

**December 2023 - Present**

##### *Adjunct Instructor - Foundations of Data 510*

- Teach a master's-level analytics course for approximately 30 students per term, covering problem framing, data verification, analytical methods, open-source tools, privacy, ethics, and responsible data use.
- Coach students to evaluate assumptions, document limitations, and communicate complex analytical results clearly.

#### **Masterschool | Remote**

**August 2023 - November 2023**

##### *Python Instructor - Data Analytics*

- Taught Python fundamentals, data processing, and manipulation to 50 students using the Campus learning platform.

### **TECHNICAL SKILLS**

**Programming & Analysis:** SQL, SQL Server, Python (Pandas, NumPy, scikit-learn), R, SAS, VBA, statistical analysis, predictive analytics

**Data & Cloud:** AWS Athena, QuickSight, ETL, SSIS, data modeling, data integration, MDM, Spark, Hadoop, NoSQL

**BI & Governance:** Looker, Tableau, Power BI, Collibra, Jupyter Notebooks, GitHub, GCP, Azure

### **EDUCATION**

**Georgia Institute of Technology | Atlanta, GA** | Master of Science, Analytics, 2022

Bachelor of Science, Industrial Engineering, 2015