

Andrew Ojeda

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Highly versatile Business Intelligence leader and featured speaker recognized for building the large-scale data capabilities at some of the most recognizable brands. A unique talent with a pattern of success generating millions in annual savings and solving the most complex data challenges at the largest scales.

Employment Experience

dbt Labs | Atlanta, GA

Feb 2026 – Present

Business Intelligence Lead

Architected foundational BI infrastructure for the central analytics team, powering decision-making for a \$100M+ ARR startup across GTM, Finance, and Product.

- Modernized enterprise BI by architecting a governed semantic layer (Omni, dbt, Snowflake), migrating legacy Tableau LODs into modular dbt models to eliminate organizational logic redundancy.
- Architected automated anomaly detection and governance workflows (including a custom "Stale Assassin" engine orchestrated via n8n/JavaScript) utilizing advanced Snowflake SQL, rolling window functions, and time-series analysis to proactively flag data spikes and deprecate unused assets.
- Elevated reporting standards by designing parameter-driven dashboards with custom HTML/CSS components, establishing org-wide UI/UX and self-serve analytics best practices.

Chick-fil-A | Atlanta, GA

Oct 2025 – Dec 2025

Data and Analytics Capabilities Consultant

Contracted to assist the International team in building out their analytics capabilities as they expanded into foreign markets.

- Architected and implemented an end-to-end Row-Level Security (RLS) process across the International BU, restricting data to appropriate viewers in Tableau and ThoughtSpot reports.
- Drove capability build-out for international expansion, delivering an executive Tableau dashboard that provided holistic 12-month performance comparisons for new market restaurant launches.

Google | Atlanta, GA

Oct 2022 – Jun 2025

Promoted April 2024

Business Intelligence Lead

Drove over \$10 million in year-over-year savings for Google's \$11 billion Consumer Hardware operation by architecting business intelligence tools that transformed logistics, obsolescence, parts, and forecasting operations.

- Increased profits 10% in the \$20 million Pixel RMA segment by creating unprecedented data insights, integrating repair profitability, relative ASP repair performance, historical product launch benchmarks and maturity curves, leveraging elegant Tableau visuals to far exceed the original business request.
- Reduced wasted processing time for key data insights by 99%, leveraging key data-pipeline technical expertise to turnaround a stalled project in support of \$11 billion in global customer sell-through.
- Future-proofed dashboards by architecting a completely scalable data layer, resulting in the only team whose reporting suite remained fully functional during a major company-wide product line restructuring.
- Cemented thought leadership through external presentations, including a prominent speaking engagement at the [2025 Tableau Conference](#) and appearing on a [data and analytics podcast](#).

Solutions Consultant

Led business intelligence and data product strategy projects for Google's Consumer Hardware Reverse Logistics team.

- Delivered high-impact executive dashboards integrating AI/ML-based forecasting models, enabling C-suite leadership to proactively measure supply chain performance against predictive baselines.

- Resolved critical performance bottlenecks by directing the SQL optimization effort across massive Reverse Logistics data sets, successfully tuning queries over 15+ billion records to guarantee real-time, scalable data retrieval for operational decision-making for our parts consumption dashboards.
- Established and led Google's Tableau User Group, serving as the subject matter expert (SME) to drive best BI practices and implementation across all of Alphabet, including YouTube, Looker, and finance.

Analytic Vizion | Atlanta, GA

May 2021 – Sept 2022

Senior Visual Analytics Consultant

Delta Airlines, Finance Department, Digital Transformation

- Significantly decreased interchange fees by exposing rate discrepancies across different banking partners, aiding Treasury in their negotiations with the highest cost banks for their credit card servicing.

Pantaya (now ViX at TelevisaUnivision), Operations Department

- Designed and delivered executive dashboards focused on subscription and content performance, highlighting individual episode popularity and directly correlating viewership spikes to free trial-to-paid subscriber conversion rates to inform content investment strategy.

Slalom | Atlanta, GA

Nov 2018 – Apr 2021

Data Visualization and Analytics Consultant

Home Depot, HR Department, HR Analytics

- Redesigned the backend of a key Pro Xtra dashboard, achieving a 99% reduction in load time (from five minutes to a few seconds) while still visualizing a complex 1.5 billion record dataset.

Delta Airlines, Finance Department, Digital Transformation

- Designed the core Finance Department's corporate dashboards, including a high-visibility suite used across the entire company for budgeting and plan/forecast variance analysis.
- Worked closely with Finance VPs to engineer C-Suite's COVID-response reports (mobile and desktop), providing real-time visibility into cash burn rate and critical liability forecasting during a market crisis.

Georgia-Pacific | Atlanta, GA

Jun 2018 – Oct 2018

Senior Analyst - Data Visualization

- Revamped and automated critical supply chain and consumer product reporting using Alteryx to fully streamline ETL and data reporting processes, eliminating manual steps and reducing error rates.

i360 | Arlington, VA

Jun 2015 – May 2018

Political Data Analyst

- Engineered a 99% reduction in production time for high-value client deliverables, slashing report turnaround from two weeks to 15 minutes and generating \$100,000+ increased annual revenue.
- Led a warehouse obsolescence project that analyzed \$8 million in inventory data, resulting in the identification of \$500,000+ in outdated parts, allowing the client to execute strategic capital recovery.

Skillset & Education

BI Tools: Tableau/Tableau Server, Looker/Looker Studio, Omni, plx, PowerBI, Qlik, Sisense, D3.js, Shiny (R)

DB Tools: GCP, AWS, Azure, DB2, Snowflake, Teradata, MS SQL Server, Fivetran, dbt, Alteryx, SAP HANA

AI/Automation Tools: n8n, PipeDream

Language: German (fluent), Spanish (intermediate)

Macalester College | B.A. | Saint Paul, MN

Political Science and German Studies Double Major

NCAA DIII Athlete (Football)

Full-Time Missionary | Church of Jesus Christ of Latter-day Saints in Zurich, Switzerland