

VICTOR BOULOUTE

ANALYTICS ENGINEER

DETAILS

990 Singleton Blvd #1525
Dallas, Texas, 75212
(404)423-6080
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LINKS

vickbouloute.com

[GitHub](#)

SKILLS

Tableau

Power BI

Excel

Python

SQL

HTML/CSS

JavaScript

Data Modeling

ETL Development

Data Pipelines

REST APIs

Data Transformation

KPI Reporting

Google Analytics

BigCommerce

Shopify

Git

Node.js

PROFILE

Data-focused engineer with experience designing scalable reporting systems, building SQL-driven data solutions, and automating business processes across enterprise eCommerce platforms. Strong background in data extraction, transformation, analytics reporting, and API integrations. Proven ability to translate business requirements into technical data solutions that drive measurable growth and operational efficiency.

EMPLOYMENT HISTORY

eCommerce Platform Analyst at Dave & Busters - Dallas, Texas

January 2024 — Present

- Oversaw analytics and performance tracking across 220+ operational centers.
- Designed SQL-based dashboards to monitor revenue trends, transaction success rates, and operational KPIs.
- Conducted root cause analysis on revenue fluctuations and operational inefficiencies.
- Audited analytics tracking implementations to improve data accuracy and reporting reliability.
- Automated recurring reporting processes, reducing manual workload and improving reporting timeliness.

eCommerce Analyst at Eastside Golf - Dallas, Texas

June 2022 — January 2024

- Analyzed transactional, behavioral, and marketing data to drive a 357% year-over-year increase in online revenue.
- Developed and maintained executive dashboards tracking KPIs including conversion rate, AOV, CLV, churn, ROAS, CAC, and funnel drop-off.
- Conducted cohort analysis and customer segmentation to identify high-value customers and improve retention strategies.
- Built revenue and demand forecasting models in Excel and Python to support inventory and marketing planning.
- Presented data-driven insights to cross-functional stakeholders including marketing, merchandising, and executive leadership.

Full Stack Developer at Formation Advertising - Atlanta, Georgia

May 2019 — June 2022

- Design and develop modern UIs using HTML/CSS and JavaScript/TypeScript.
- Developed dynamic reporting dashboards for campaign tracking and client analytics.
- Automated email campaign deployment workflows, improving engagement tracking accuracy.
- Improved SEO and analytics instrumentation, increasing traffic by 25% through data-informed optimizations.

EDUCATION

B.S Computing Application (In Progress)

Texas Tech University - Lubbock, TX

January 2026 — May 2028