

Shir Ruatta

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Professional Summary

Lead Product Analyst with over 8 years of experience owning and executing high-impact analytics initiatives that shape product strategy, drive business outcomes, and democratize data for cross-functional teams. Known for my deep curiosity and analytical mindset, I excel at uncovering insights from complex data to guide decision-making, optimize user experiences, and identify opportunities for growth. My hands-on approach includes building data models, writing SQL for custom data sets, and developing dashboards that deliver visually engaging and actionable insights to leaders across functions.

Highly collaborative, I partner with product, finance, marketing, and other teams to align on key metrics that enhance business decisions and drive product development. With expertise in data visualization, KPI development, and problem-solving, I bring strategic thinking and analytical rigor to deliver insights that promote a data-driven mindset and improve team productivity.

Education

University of California - Berkeley
Bachelor's, Physics

August 2005 - May 2009

Professional Experience

Reforge

Lead Product Analyst

Remote

April 2022 - October 2024

- Led product analytics across multiple product pods, delivering insights that guided data-driven decision-making and improved customer outcomes across diverse product areas.
- Collaborated with product, design, and engineering teams to define metrics and hypotheses, ensuring that product development was guided by data from ideation through post-launch.
- Collaborated with sales and customer success teams to identify impactful metrics, developing dashboards to power reports for buyers and support live sessions with them. Partnered closely to investigate data anomalies, gaining insights into customer behavior from the buyer's perspective to improve customer retention and drive expansion.
- Partnered closely with the finance and supply teams to accurately pull user course enrollment and content engagement numbers for revenue purposes. Led the planning, ensuring all edge cases and ambiguities were addressed, and guided the process from estimating and building models to conducting multiple rounds of QA, revisions, and detailed documentation. This effort also informed updates to tracking and production data, to allow the most flexibility in pulling this data in the future.
- Developed and refined North Star metrics and KPIs to align product growth with business outcomes and customer engagement, providing a clear focus on customer-driven results. To support this, I built and refactored data models required to define and make accessible the contributing metrics that underpin the top-line metrics, ensuring teams had the tools for deeper insights and could answer the 'why' behind key performance indicators.
- Played a key role in the successful launch of several product features, including AI-driven enhancements and a courses marketplace, from MVP to full public launch. For both initiatives, I analyzed user behavior, segmentation, and their impact on overall customer engagement, ensuring that customer needs were central throughout the development and post-launch phases.
- Hands-on in writing tracking specifications, QAing data, building data models, and conducting in-depth analysis to understand customer behavior, which informed the creation of actionable insights through dashboards.
- Led both strategic oversight and technical execution, ensuring data-driven decisions were central to improving business outcomes along with customer satisfaction, retention, and overall product success.

Credit Karma

Senior Product Analyst II

San Francisco, CA, USA

October 2018 - April 2022

- Led analytics for the Auto Loans product, driving initiatives across Purchase, Refinance, and Sales
- Worked closely with auto loan partners to optimize performance, collaborating on a key data process update to improve attribution accuracy.

- Played a pivotal role in using data to prioritize product strategy and presented insights and recommendations to leadership, driving strategic decisions that enhanced business and customer outcomes.
- Built the internal marketing program for auto loans, generating compelling campaign ideas, writing SQL for segmentation and personalization, and optimizing performance through A/B testing.
- Conducted two deep dive analyses on user behavior and segmentation, including use of Python—one for new purchase loans and another for auto refinance loans. Presented insights to the auto team, driving brainstorming, prioritization, and innovation.
- Monitored full-funnel performance for the loan products—new and refi—and implemented A/B testing to optimize results. Addressed the extended decision-making process for car purchases by conducting user behavior analysis, which revealed that users interacted with offers multiple times before purchasing. Based on these insights, I began monitoring clicks at the user level and collaborated with engineering and BI to update data models, better accounting for repeat interactions and improving engagement and conversion tracking.

Credit Karma

San Francisco, CA, USA

Senior Growth Analyst (Engagement)

August 2016 - October 2018

- Focused on owned channels and customer engagement, driving initiatives to improve retention and user experience
- Developed and launched a comprehensive alerting program for detailed credit data, from brainstorming initial insights that would engage customers to building the entire system. Led feasibility analysis, proof of concept, data pulling, segmentation, and QA. Designed and tested the suite of campaigns, which grew from 10 to over 20, delivering personalized insights that significantly increased customer engagement.
- Built segmentation to identify different activity levels and churned members, analyzing user movement between segments. Conducted a deep-dive analysis and developed actionable recommendations to enhance retention strategies. This segmentation became a top-line metric tracked by the core product team, driving ongoing efforts to improve user engagement and retention.
- Deeply involved in taking a proof of concept for updating users on basic credit data to production, collaborating with engineering to QA data extraction and set up A/B tests for email campaigns. Led a second iteration to expand data extraction and system capabilities, becoming the expert on the entire system.

Credit Karma

San Francisco, CA, USA

Assistant Manager Member Support

June 2014 - August 2016

- Managed a team of 10 support agents, focusing on training, improving customer satisfaction (CSAT), and enhancing the quality of data used to manage team performance
- Led initiatives to streamline processes and ensure consistent, high-quality support delivery.

Skills

Skills: Excel/Numbers/Sheets, Amplitude, Looker, Snowflake, BigQuery, Metabase, A/B Testing, dbt, Data Analysis, Data Modeling, SQL, Python, JIRA, Confluence, Zendesk, Data Visualization

Languages

Hebrew