



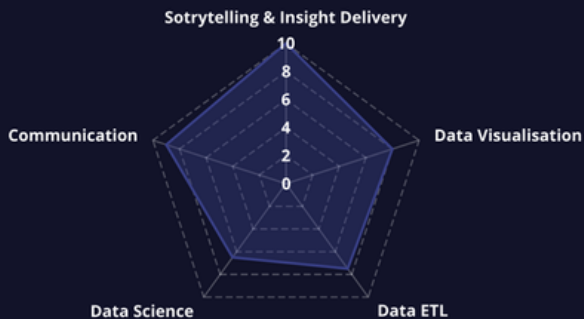
DYLAN BRANÇON

SENIOR DATA ANALYST
8 YEARS OF EXPERIENCE

PROFILE

I believe in changing things for the better through data and knowledge. Originally a data consultant at Nielsen, I became proficient in multiple ETL/Dataviz tools to serve as a data analyst on a wide range of topics

SKILLS



TECH. STACK

SQL : 5 years exp.
Tableau : 3 years exp. and certified
Looker : 2 years exp.
dbt : 2 years exp. and certified
Others : git, Python, Airflow



LANGUAGES

English : Fluent
French : Native Language
Mandarin Chinese : HSK3

CONTACT

E-mail : dylanbrancon@proton.me
Mobile : +33 7 69 26 28 63
LinkedIn : <https://www.linkedin.com/in/dylan-brançon-554579a9/>
Website : <https://dylanbrancon.com/?ref=resume>



WORK EXPERIENCE

Senior Data Analyst

ORIGINAL

Original Games - February 2025 - Today

- Supported Marketing and User Acquisition teams by delivering performance insights and strategic guidance
- Analyzed player behavior and designed A/B tests to improve gameplay, retention, and monetization
- Developed predictive models for profit forecasting and created advanced Tableau visualizations for C-level stakeholders

Data Analyst

CONTENT SQUARE

Contentsquare - July 2023 - February 2025

- Led analytics on sustainability and BI projects, designing scalable data pipelines using modern data stack (Snowflake, dbt, Git) to ensure reliable reporting infrastructure
- Transformed operational data into actionable insights supporting ESG initiatives

Data Analyst



Gameloft July 2021 - June 2023

- Led analytical framework for A/B testing, user acquisition performance, and game KPIs across Gameloft portfolio
- Produced comprehensive insights, visualizations, and dashboards for marketing and game teams

Data Consultant

NIQ

NielsenIQ - September 2017 - July 2021

- Progressed from Junior Analytics Consultant to Expert, conducting quantitative analysis and producing actionable insights using Nielsen data across diverse client portfolios
- Specialized in coaching clients and internal consultants on analytical tools, KPIs, and methodologies



EDUCATION

Paris-Saclay University

Master | September 2017 - June 2018

Innovation Marketing

AgroParisTech

Life Science Engineering | September 2014 - June 2018

Statistical Analysis

Introduction to Data Science

FMCG Marketing