

# Jeff Ownby

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## Your Data Stack, Rebuilt and Running on AI.

### THE PROBLEM

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- GA4, GTM, and BigQuery setups patched by a rotating cast of agencies, with no single source of truth
- Reporting workflows that eat analyst-days every month because nothing is automated
- AI projects stuck in pilot because the underlying data isn't clean or trusted
- Customer-facing AI outsourced to vendors who don't understand the data

### WHAT I BUILD

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#### 1. Analytics Rebuild (GA4 / GTM / Server-Side Tagging / BigQuery)

Clean containers, structured events, server-side tagging, BigQuery as the single source of truth.

#### 2. AI Reporting Pipelines

n8n + Claude API automation. I built a Monthly P&L pipeline that runs with zero human touch each month.

#### 3. AI Agents and Chatbots

Support bots and AI characters with knowledge bases built from your own data. Recently shipped one for an 80-year-old industrial safety manufacturer and an AI companion (Winnie) for Slotofun.

#### 4. Data Pipeline and Infrastructure Builds

Custom ingestion, BigQuery warehouse layers, Looker Studio and Power BI dashboards, n8n orchestration. Recently replaced a \$12K/year SaaS vendor with an in-house pipeline that does more.

#### 5. AI-Powered Product Builds

Full applications when you need to ship fast. Three production platforms in my own portfolio (H2O Watch, Slotofun, BitcoinX.com).

### WHY ME

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- **Solo, with AI as leverage.** Senior-team output at a fraction of the footprint — AI handles production, I run judgment.
- **Full-stack ownership.** Data architecture through AI surface — all of it, not just one layer.
- **20+ years of pattern recognition.** Enterprise analytics, e-commerce, consumer products. I know what fixes the dysfunction.

### WHAT YOU'LL SEE

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- A single source of truth your team actually trusts
  - Reporting workflows replaced by AI-generated narrative on a schedule
  - A future-proof stack that scales with your business
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**Engagements:** Project-based builds, fractional retainers, or fixed-scope rebuilds. Let's scope what fits.

**Ready to build it right? → [j@ownby.com](mailto:j@ownby.com) · 708-601-4170**