

Emily J. Morgan

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PROFESSIONAL SUMMARY

Detail-oriented and analytical Data Analyst with 5+ years of experience in data cleaning, statistical analysis, and data visualization. Expertise in translating complex data into actionable insights that drive business decisions. Proficient in SQL, Python, R, and Excel, with a strong foundation in data modeling and reporting. Passionate about problem-solving and providing data-driven solutions that contribute to organizational growth.

EXPERIENCE**Senior Data Analyst**

Tech Solutions Inc., Chicago, IL | *March 2021 – Present*

- Led data analysis projects to improve customer retention, resulting in a 20% increase in customer lifetime value over the past year.
- Developed and maintained automated dashboards and reports using Tableau and Power BI, saving 10+ hours of manual report generation weekly.
- Conducted predictive modeling to forecast sales trends, improving quarterly forecasting accuracy by 15%.
- Collaborated with cross-functional teams to analyze and visualize key performance metrics, supporting strategic business decisions.
- Mentored junior analysts, providing training on data analysis best practices, SQL, and visualization tools.

Data Analyst

Analytics Co., Chicago, IL | *June 2018 – February 2021*

- Analyzed large datasets using SQL and Python to identify trends, patterns, and opportunities, contributing to a 10% reduction in operational costs.
- Designed and implemented A/B testing frameworks for marketing campaigns, improving conversion rates by 18%.
- Automated routine data cleaning processes with Python scripts, improving data integrity and reducing errors by 25%.
- Worked closely with business stakeholders to understand their data needs and delivered actionable insights that enhanced decision-making processes.
- Developed detailed reports and visualizations in Excel and Tableau for executive leadership, providing clear insights into business performance.

Junior Data Analyst

Data Insights, Chicago, IL | *August 2016 – May 2018*

- Assisted in data collection, cleaning, and transformation for several large-scale business intelligence projects.
 - Created data models and visualizations to help identify key trends and inform business strategy.
 - Conducted exploratory data analysis (EDA) on customer behavior data to identify areas for improvement in marketing campaigns.
 - Supported the senior data analysts with ad-hoc data requests and regular reporting tasks, improving team efficiency.
 - Gained experience with data warehousing and cloud technologies, including AWS and Google BigQuery.
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EDUCATION

Master of Science in Data Analytics

University of Chicago, Chicago, IL | *Graduated: 2018*

- Capstone Project: "Predicting Stock Market Trends Using Time Series Analysis"
- Member of the Data Science Club, participated in data analysis competitions.

Bachelor of Science in Statistics

Illinois State University, Normal, IL | *Graduated: 2016*

- Graduated with Honors (3.9 GPA)
 - Relevant Coursework: Probability, Regression Analysis, Data Mining, Statistical Inference
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TECHNICAL SKILLS

- Programming: Python (Pandas, NumPy, Scikit-learn), R, SQL
 - Data Visualization: Tableau, Power BI, Matplotlib, Seaborn
 - Databases: MySQL, PostgreSQL, Microsoft SQL Server
 - Data Cleaning & Analysis: Excel, OpenRefine, Alteryx
 - Statistical Methods: Hypothesis Testing, Regression Analysis, A/B Testing
 - Machine Learning: Regression, Classification, Clustering
 - Cloud Technologies: AWS, Google Cloud Platform
 - Tools: Git, Jupyter Notebooks, VS Code
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CERTIFICATIONS

- Microsoft Certified: Data Analyst Associate (Power BI)
- Google Data Analytics Professional Certificate (Coursera)
- Python for Data Science and Machine Learning (DataCamp)
- Tableau Desktop Specialist

PROJECTS

Customer Segmentation Analysis

- Conducted an in-depth customer segmentation analysis for a retail client using K-means clustering and R.
- The analysis helped the client tailor their marketing campaigns, resulting in a 25% increase in conversion rates.

Sales Forecasting Model

- Developed a time series forecasting model using Python (ARIMA) to predict sales trends for a client.
- The model was able to forecast sales with an 85% accuracy rate, aiding in inventory and staffing decisions.

PROFESSIONAL DEVELOPMENT

- Attended annual Data Science and Analytics conference (2019-2023).
- Regularly contribute to Kaggle competitions to enhance my machine learning skills.

LANGUAGES

- English (Fluent)
 - Spanish (Intermediate)
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