RACHEL THOMPSON

Senior Data Analyst

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Summary

Senior Data Analyst with 5 years of experience transforming complex data into actionable business insights. Strong communicator who bridges the gap between technical teams and business stakeholders.

Experience

Senior Data Analyst May 2021 – Present

Media & Entertainment Corp

- Lead analytics initiatives for streaming platform with 8M+ subscribers
- Built executive dashboards tracking KPIs across content, marketing, and subscriber metrics
- Developed customer segmentation models increasing targeted campaign ROI by 35%
- Mentor team of 2 junior analysts on SQL, visualization, and statistical methods

Data Analyst Jun 2019 – Apr 2021

Consulting Firm

- Conducted analysis for Fortune 500 clients across retail, healthcare, and finance
- Created automated reporting solutions reducing manual effort by 20 hours/week
- Presented findings and recommendations to C-level executives

Business Analyst Aug 2018 – May 2019

Insurance Company

- Analyzed claims data to identify fraud patterns
- Supported actuarial team with data extraction and validation

Education

M.S. Business Analytics – NYU Stern   2018
B.A. Economics – Cornell University   2016

Skills

SQL, Python, R, Tableau, Power BI, Excel, Statistical Analysis, A/B Testing, Data Storytelling