Junior Data Analyst

Alessandra Balconi

# CONTACTO

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# EDUCACIÓN

Computer Science University of Pittsburgh September 2011 - April 2015

Pittsburgh, PA

# SKILLS

Programming: Python (Scikit-learn,

Pandas), SQL, VBA

Data Visulization: PowerBi, MS Excel,

Plotly

Modeling: Logistic regression, linear regression, decition trees

Databases: Postgres, MongoDB,

MySQL

# WORK EXPERIENCE

## Senior Data Analyst

Ross Industries

February 2020 - current / New York, NY

Used PowerBI and SQL to redeﬁne and track KPIs surrounding marketing initiatives, and supplied recommendations to boost landing page conversion rate by 38%

Led a team of 4 analysts to brainstorm potential marketing and sales improvements, and implemented A/B tests to generate 15% more client leads

Redesigned data model through iterations that improved predictions by 12%

## Data Analyst

Liberty Mutual Insurance

January 2018 - February 2020 / New York, NY

Built data models and maps to generate meaningful insights from customer data, boosting successful sales eﬀorts by 12%

Modeled targets likely to renew, and presented analysis to leadership, which led to a YoY revenue increase of $300K

Compiled, studied, and inferred large amounts of data, modeling information to drive auto policy pricing

## Data Analyst

Chegg

April 2015 - January 2018 / New York, NY

Devised KPIs using SQL across company website in collaboration with cross-functional teams to achieve a 120% jump in organic traﬃc

Analyzed, documented, and reported user survey results to improve customer communication processes by 18%

Collaborated with analyst team to oversee end-to-end process surrounding customers' return data