

# Carisa M. Hawkins

## DATA ANALYST

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### Skills & abilities

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- **Data Analysis:** Solid foundation in handling, analyzing, and deriving insights from data to inform decision-making.
- **Exploratory Data Analysis (EDA):** Cleaned, processed, and explored datasets to uncover patterns and insights, using Python, R, and SQL for data preparation and visualization.
- **Time Series Analysis:** Analyzed sequential data trends to forecast patterns and support predictive modeling; applied techniques for risk assessment and trend analysis.
- **Data Visualization:** Created clear and actionable visualizations with ggplot2, Matplotlib, and Tableau, facilitating data-driven decision-making and stakeholder presentations.
- **Descriptive Data Mining:** Identified patterns and key metrics within large datasets to inform decision-making, using clustering, segmentation, and association techniques.
- **Data Analysis & Statistical Methods:** Applied statistical techniques for data validation and accuracy, with experience in regression analysis, hypothesis testing, and correlation studies
- **Technical Proficiency:** Solid skills in QuickBooks, Excel, Word, and other data management systems, coupled with a keen interest and capacity to learn and implement new technologies swiftly.
- **Adaptability to New Technologies:** Quickly grasp new tools, and technologies, with a foundational knowledge of various data analysis software and languages, such as Python, R, and SQL.

### Education

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Strayer University, B.S. Information Technology

Graduated

Major: Software Development

### Projects

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#### Claims Data Analysis

Technologies: R

- Explored health insurance claims to identify cost patterns based on variables like smoking status, BMI, sex, and region.
- Performed data visualization and analysis, uncovering key factors that influence healthcare costs.

#### Predictive Model for Insurance

Technologies: R

- Developed a predictive model using multiple regression to assess insurance charges based on factors like age, BMI, and smoking status.
- The model highlighted smoking, BMI, and age as significant predictors of higher insurance costs.

## Python EDA with Visualizations - Purchase Behavior Analysis

### Technologies: Python

- Conducted Exploratory Data Analysis (EDA) on Black Friday purchase data.
- Created visualizations that provided insights into customer purchasing behavior trends during the holiday shopping period.

### Experience

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#### **ProCare Medical | Customer Care Advocate**

**2023 - 2024**

- Created accurate quotes and sales orders for the regional sales manager and sales representatives, contributing to a 10% increase in sales efficiency.
- Generated purchase orders for out-of-stock products, ensuring timely availability and customer satisfaction.
- Generated invoices for customers who have purchased from us.
- Received and entered payments from customers.
- Maintained the general filing system and filed all customer records.
- Handle QuickBooks records in such a way as to manage accurate inventory counts.

#### **AETNA | Customer Service**

**2021 - 2023**

- Managed high-volume inbound provider calls, addressing inquiries, and conducting comprehensive claims research across multiple platforms.
- Engaged in preliminary assessments using a customer service threshold framework, enhancing user experience through complex procedural navigation.
- Proactively provided plan details, benefits, and member self-service tool information, addressing potential queries, and improving customer service efficiency.
- Clarified providers' rights and responsibilities, and assessed medical benefits, including services, deductibles, and out-of-pocket costs.

#### **Trustmark | Customer Service**

**2018 - 2021**

- Prioritized and addressed customer needs, navigating complex inquiries for optimal satisfaction.
- Actively contributed to weekly team strategies, enhancing key performance indicators, notably improving first-call resolution rates.
- Upheld high service standards, while managing various administrative tasks and responsibilities.
- Vigilantly monitored and evaluated medical benefits, ensuring transparency and accuracy for customers.

#### **Comcast | Retention - Sales**

**2009 - 2016**

- Enhanced customer retention by collaborating with technical support, and tailoring product bundles to customers' needs.
- Consistently met or exceeded sales and retention goals, contributing to a 20% increase in customer loyalty.
- Organized and led sales contests, resulting in a 15% boost in overall sales performance.
- Utilized data-driven strategies to identify upsell and cross-sell opportunities, increasing revenue by 10%.
- Developed and maintained strong customer relationships, achieving a 95% customer satisfaction rate.