

# LI JUN

## Data Analyst

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### SUMMARY

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Detail-oriented data analyst with 4 years of experience in analyzing large datasets and providing actionable insights to drive business decision-making. Proficient in SQL, Python, and data visualization tools such as Tableau. Skilled in identifying trends, patterns, and correlations to support strategic initiatives and improve operational efficiency.

### EXPERIENCE

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#### PT DATA INSIGHTS - Jakarta, Indonesia

Data Analyst (June 2018 - Present)

- Analyzed customer data to identify purchasing trends and preferences, resulting in a 15% increase in targeted marketing campaigns' effectiveness.
- Developed and maintained SQL queries and scripts to extract, transform, and load data from various sources into analytical databases.
- Created interactive dashboards and reports using Tableau to visualize key performance indicators and track business metrics.

#### PT ANALYTICS SOLUTIONS - Jakarta, Indonesia

Junior Data Analyst (March 2016 - May 2018)

- Assisted senior analysts in conducting exploratory data analysis and statistical modeling to identify factors influencing customer churn and retention.
- Collaborated with cross-functional teams to define data requirements and develop analytical solutions to address business challenges.
- Participated in data quality assessment and data cleansing activities to ensure accuracy and reliability of analytical findings.

### EDUCATION

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#### UNIVERSITAS TRISAKTI (2012 - 2016)

Bachelor of Statistics - GPA 3.8

### CERTIFICATIONS

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- Google Analytics Individual Qualification
- Python for Data Science (Coursera)
- Tableau Desktop Specialist

### SKILLS

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| <ul style="list-style-type: none"><li>SQL</li><li>Python</li><li>Data visualization (Tableau)</li></ul> | <ul style="list-style-type: none"><li>Statistical analysis</li><li>Data mining</li><li>Predictive modeling</li></ul> |
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