

DAVID WILSON

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PROFESSIONAL SUMMARY

Analytics professional with 4 years of experience in business intelligence and data analysis. Skilled in translating data into actionable insights that drive strategic decision-making. Strong background in SQL, data visualization, and financial analytics with growing expertise in machine learning techniques.

SKILLS

- **Programming Languages:** SQL (Advanced), Python (Intermediate), R (Basic)
- **Data Analysis:** Excel (Advanced), Statistical Analysis, Forecasting
- **Data Visualization:** Tableau, Power BI, Excel Dashboards
- **Machine Learning:** Basic experience with regression, classification, clustering
- **Databases:** SQL Server, Oracle, MySQL
- **Tools:** JIRA, Confluence, Git (basic)

PROFESSIONAL EXPERIENCE

BUSINESS INTELLIGENCE ANALYST

Financial Services Group, San Francisco, CA

March 2020 - Present

- Develop and maintain executive dashboards using Tableau to track key business metrics
- Perform data analysis to identify trends and patterns in customer behavior
- Build financial forecasting models with 82% accuracy using time series techniques
- Create and optimize SQL queries for data extraction and transformation
- Collaborate with cross-functional teams to define KPIs and metrics
- Present findings and recommendations to senior management

DATA ANALYST

RetailCorp Inc., Oakland, CA

June 2018 - February 2020

- Conducted market basket analysis to identify cross-selling opportunities
- Analyzed sales and inventory data to optimize stock levels across stores

- Created automated reports for weekly and monthly business reviews
- Built Excel models for sales forecasting and performance tracking
- Supported marketing campaigns with customer segmentation analysis

EDUCATION

MS in BUSINESS ANALYTICS

University of California, Berkeley, Berkeley, CA

2016 - 2018

- GPA: 3.6/4.0
- Capstone Project: "Optimizing Marketing Budget Allocation Across Channels"
- Relevant Coursework: Data-Driven Decision Making, Business Statistics, Marketing Analytics

BBA in FINANCE

University of Oregon, Eugene, OR

2012 - 2016

- GPA: 3.5/4.0
- Minor: Information Systems
- Relevant Coursework: Financial Modeling, Database Management, Business Intelligence

PROJECTS

- **Sales Forecasting Tool:** Developed an interactive tool in Excel using regression analysis to predict quarterly sales
- **Customer Segmentation Analysis:** Created customer segments based on purchase behavior using k-means clustering
- **Marketing Campaign Effectiveness:** Measured ROI of various marketing channels and optimized budget allocation

CERTIFICATIONS

- Tableau Desktop Certified Associate
- Microsoft Excel Expert
- IBM Data Science Professional Certificate (In Progress)

PROFESSIONAL DEVELOPMENT

- Currently completing online courses in machine learning and advanced Python through Coursera
- Participating in Kaggle competitions to improve predictive modeling skills
- Member of Data Science Bay Area Meetup Group