

Emily Davis

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PROFESSIONAL SUMMARY

Data Analyst with 4 years of experience transforming complex data into strategic insights and actionable recommendations.

PROFESSIONAL EXPERIENCE

Data Analyst | Insight Analytics | Sydney, NSW | Feb 2020 – Present

- Developed predictive models using machine learning techniques, including logistic regression for customer churn.
- Built and maintained 20+ interactive dashboards in Tableau and Power BI for executive decision-making.
- Automated ETL pipelines using Python and Airflow, reducing data refresh time from 24 hrs to 3 hrs and improving data accuracy.
- Conducted trend analysis and pattern recognition across large datasets to identify operational improvements.
- Presented complex analytical findings to non-technical stakeholders, translating data insights into actionable business strategies.
- Increased accuracy of sales forecasting models by 35% through statistical modeling and algorithm optimization.

Business Intelligence Intern | Retail Dynamics | Sydney, NSW | Jan 2019 – Jan 2020

- Engineered SQL queries for extracting insights from a 20M+ row database, supporting data-driven strategic decisions.
- Designed KPI dashboards for performance tracking and visualization of key metrics.
- Performed ad-hoc analysis to identify trends and opportunities, leading to a 12% increase in seasonal sales.
- Collaborated across departments to ensure data integrity and alignment with organizational goals.

EDUCATION

Bachelor of Business Analytics | University of Sydney | 2018

Relevant Coursework: Statistics, Data Mining, Machine Learning, Business Intelligence, Predictive Modeling

KEY SKILLS

- Programming: Python (pandas, NumPy, scikit-learn), SQL, R (basics)
- Data Visualization: Tableau, Power BI, interactive dashboard design
- Analytics: Predictive modeling, statistical analysis, machine learning, data mining
- Business: Stakeholder engagement, strategic thinking, problem-solving, cross-functional collaboration
- Tools: Excel (Advanced), Airflow, Git

ACHIEVEMENTS

- Created customer segmentation model adopted company-wide for targeted marketing campaigns.
- Automated reporting processes that reduced manual effort by 20 hrs/month.
- Developed optimization tools that improved resource allocation efficiency by 22%.