Emily Davis

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PROFESSIONAL SUMMARY

Analytical Data Analyst with 4 years of experience translating raw data into actionable insights. Skilled in SQL, Python, and machine learning basics. Strong background in building dashboards, performing predictive modeling, and collaborating with stakeholders to solve business problems.

PROFESSIONAL EXPERIENCE

Data Analyst | Insight Analytics | Sydney, NSW | Feb 2020 – Present
• Built and maintained 20+ interactive dashboards in Tableau and Power BI for marketing and sales teams. • Conducted customer churn analysis using logistic regression, improving retention campaigns by 15%. • Automated ETL pipelines using Python and Airflow, reducing data refresh time from 24 hrs to 3 hrs. • Presented quarterly business reviews to executives with data-driven recommendations.

Business Intelligence Intern | Retail Dynamics | Sydney, NSW | Jan 2019 – Jan 2020
• Assisted in building SQL queries for extracting insights from a 20M+ row retail database. • Developed KPI dashboards for sales performance tracking. • Conducted ad-hoc analysis to support merchandising decisions, leading to a 12% increase in seasonal sales.

EDUCATION

Bachelor of Business Analytics | University of Sydney | 2018 | Relevant Coursework: Statistics, Data Mining, Machine Learning, Business Intelligence

KEY SKILLS

SQL, Python (pandas, NumPy, scikit-learn), Tableau, Power BI, Excel (Advanced), Data Cleaning, Predictive Modeling, Machine Learning Basics

ACHIEVEMENTS

• Automated reporting reducing manual effort by 20 hrs/month
• Increased accuracy of sales forecasting models by 35%
• Created customer segmentation model adopted company-wide