

Sophia Davis

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EDUCATION

- B.Sc. in Data Analytics, XYZ University, 2016-2020, CGPA: 8.5

WORK EXPERIENCE

- Marketing Data Analyst, AdTech Solutions (2020-Present)
- Conducted customer segmentation analysis to improve campaign ROI.

PROJECTS

- Consumer Behavior Analysis
- Analyzed customer data to identify purchasing trends.

TECHNICAL SKILLS

- SQL, Python, Tableau, Power BI