

## John Doe

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## Professional Summary

Data Analyst with over 5 years of experience in leveraging data insights to drive business performance. Expert in data manipulation, statistical analysis, and visualization using SQL, Python, and BI tools like Tableau and Power BI. Proven track record of improving decision-making through comprehensive reporting and automation. Adept at working with cross-functional teams to identify trends, optimize processes, and implement data-driven solutions.

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## Technical Skills

- **Programming Languages:** Python, R, SQL
  - **Data Analysis Tools:** Excel, Pandas, NumPy
  - **Visualization:** Tableau, Power BI, Looker, Matplotlib, Seaborn
  - **Database Technologies:** MySQL, PostgreSQL, BigQuery, Hive
  - **Cloud Platforms:** GCP, AWS
  - **Data Cleaning & ETL:** SQL, Python, Airflow
  - **Machine Learning:** Scikit-learn, TensorFlow, Regression Models, Classification Models
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## Work Experience

### Data Analyst

XYZ Corp | San Francisco, CA | March 2021 – Present

- Analyzed marketing campaign performance to optimize digital ad spending, resulting in a 15% increase in ROI.
- Automated monthly sales reports using Python and SQL, reducing manual work by 30%.
- Developed interactive dashboards in Tableau for leadership to monitor key KPIs in real-time.
- Collaborated with engineering teams to optimize data pipelines and enhance data accuracy for reports.

### Business Intelligence Analyst

ABC Solutions | New York, NY | June 2018 – February 2021

- Led a project to build a customer segmentation model, improving targeted marketing efforts by 25%.

- Created custom SQL queries to extract and analyze customer data, driving actionable business insights.
- Spearheaded efforts to enhance reporting capabilities, reducing query runtime by 40% through query optimization.
- Presented findings and recommendations to executives, aiding in strategic decision-making.

### Junior Data Analyst

DEF Analytics | Los Angeles, CA | January 2017 – May 2018

- Assisted in data collection and cleansing for large datasets, ensuring data integrity.
  - Built visualizations and reports in Excel and Power BI to support the sales and finance teams.
  - Conducted A/B testing analysis for product features, helping identify top-performing variants.
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### Education

#### Bachelor of Science in Data Analytics

University of California, Berkeley | Graduated May 2016

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### Certifications

- Google Cloud Professional Data Engineer (GCP Certified)
  - Tableau Desktop Specialist
  - Microsoft Certified: Data Analyst Associate
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### Projects

- **Customer Churn Prediction Model:** Built a machine learning model using Python (scikit-learn) to predict customer churn, resulting in a 20% reduction in churn rate.
  - **Sales Dashboard:** Developed a dynamic sales dashboard in Power BI for a retail client, tracking daily sales and inventory levels across multiple stores.
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### Soft Skills

- Strong Communication
- Problem-Solving
- Team Collaboration
- Time Management