

# ALEX MORGAN

## Data Analyst

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### PROFESSIONAL SUMMARY

Analytical and detail-oriented data analyst with 5+ years transforming complex datasets into actionable business insights. Skilled in statistical modeling, dashboard development, and cross-functional stakeholder communication. Passionate about data storytelling.

### TECHNICAL TOOLKIT

Python / Pandas

SQL

Tableau

Power BI

R / ggplot2

Excel / VBA

BigQuery

dbt

### WORK EXPERIENCE

#### Senior Data Analyst | InsightCore Analytics

Apr 2021 – Present

- Built executive-facing Tableau dashboards tracking \$180M revenue pipeline, used in weekly C-suite reviews.
- Developed churn prediction model (logistic regression) that identified at-risk accounts, reducing churn by 18%.
- Automated 14 recurring reports via Python scripts, saving 20+ analyst-hours per week.

#### Data Analyst | FinScope Technologies

Sep 2018 – Mar 2021

- Wrote complex SQL queries across 50+ table schemas to support product and finance teams.
- Designed A/B testing framework for product experiments, improving feature adoption by 27%.
- Partnered with engineering to migrate analytics stack from on-prem to BigQuery on GCP.

### EDUCATION

#### B.S. Statistics & Applied Mathematics | Stanford University

2014 – 2018

- GPA: 3.85 / 4.0 | Thesis: Predictive Modeling for Customer Lifetime Value Estimation

### CERTIFICATIONS & PUBLICATIONS

- Google Data Analytics Professional Certificate — Coursera, 2023
- dbt Analytics Engineering Certification — 2022
- Co-authored: 'Practical Churn Modeling in SaaS' — Towards Data Science, 2023