

Data & HR Analyst Profile

Analytical and detail-oriented professional with strong background in tracking user behavior data and presenting marketing performance reports to inform decision-making processes. Skilled in workforce, people, and employee engagement analytics with ability to transform complex datasets into clear strategies that optimize workforce performance. Aptitude for evaluating and leveraging HR data to enhance staff retention, automating workflows to improve accuracy, and delivering actionable insights to drive organizational success. Adept at developing Tableau dashboards and Excel models to visualize key metrics and streamline data tracking. Hands-on experience in website design and UI/UX improvements to boost user engagement and satisfaction levels. Committed to fostering cross-functional collaboration, promoting continuous improvement culture, and aligning people strategies and HR processes with business objectives. Deep understanding of business needs and mission, with a passion for contributing to HR industry by delivering best-in-class and timely analytics support.

Areas of Expertise

- Data Analysis & Reporting
- Data Visualization & Storytelling
- Machine Learning & Predictive Analysis
- Employee Retention
- People & HR Analytics
- Performance Improvement
- Diversity & Inclusion Initiatives
- Cross-Functional Collaboration
- Employee Engagement Analysis

Technical Proficiencies

Database Management: SQL | Statistical Analysis: R, Python, SPSS | Data Visualization: Tableau, Python, Excel

Professional Experience

Intern | Kent Computer Services, Remote

June 2024 — Present

Analyze and track user behavior data using Adobe Analytics to enhance team workflow by delivering actionable insights. Craft and present marketing performance reports, highlighting trends and strategic data to aid decision-making. Develop data-driven recommendations to bolster cross-functional collaboration, ensuring alignment with business objectives. Assist in website design and styling through CSS and WordPress to advance user engagement / satisfaction. Monitor software updates for usability improvements and assist in troubleshooting technical issues. Facilitate communication between development and marketing teams to ensure project alignment and efficiency.

- Facilitated informed strategic planning and decisions by analyzing marketing data trends.
- Boosted user engagement on company's website by driving improvements in UI/UX elements.

Sales Team & Data Analyst | State Farm, Dubois, PA

June 2022 — January 2023

Leveraged Excel to conduct in-depth analyses of team performance data to enhance productivity levels. Designed and maintained Tableau dashboards to visually represent sales and team metrics, empowering leadership with data-driven insights for strategic decision-making. Conducted detailed workforce planning analyses for new locations, assessing team capacity and readiness. Streamlined data tracking processes to monitor sales trends and evaluate marketing strategies, ensuring optimal resource allocation.

- Improved productivity and overall efficiency by 18% by analyzing team performance using Excel.
- Developed accurate reports to provide actionable insights and support data-driven decision-making.
- Tracked customer behavior trends to inform strategic sales initiatives and improve market understanding.

Financial Service Specialist | First Commonwealth Bank, Dubois, PA

September 2021 — June 2022

Evaluated financial portfolios and advised on risk management strategies to optimize client outcomes. Enhanced analytical frameworks by developing Excel dashboards, improving resource allocation and team efficiency. Automated data reporting workflows to boost accuracy and timeliness of performance insights. Identified and targeted employee training requirements through customer service data analysis, leading to a significant increase in client satisfaction. Facilitated seamless collaboration across departments to achieve strategic goals.

- Achieved 10% improvement in satisfaction scores by analyzing customer service data and identifying employee training needs.
- Managed financial portfolios and automated reporting workflows, improving accuracy and timeliness of workforce performance insights.

Professional Development

Bachelor of Science in Functional Data Analytics (Minor in Labor & HR) | Pennsylvania State University, State College, PA

- Treasurer | Penn State Software Development Organization
- Certificate in Diversity Studies(in progress) | Penn State University