Harry Patterson
Data Analyst
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SUMMARY

Results-driven Data Analyst with over 5 years of experience transforming complex data into actionable business insights across technology, finance, and marketing domains. Proven expertise in SQL, Python (Pandas, NumPy), Tableau, and Power BI to drive executive reporting, business intelligence, and predictive analytics. Skilled in building and automating scalable ETL pipelines, conducting A/B testing, and optimizing KPIs across cross-functional teams. Adept at working with large-scale datasets (10M+ rows), cloud data warehouses (Snowflake, BigQuery), and CRM/ERP systems. Strong background in financial forecasting, marketing analytics, and compliance reporting. Known for reducing reporting time by 40%, increasing campaign ROI by 12%, and driving data-driven strategies that influenced multimillion-dollar decisions.

EDUCATION

Bachelors of Science in Business Intelligence and Analytic; *DeVry University | 2017 – 2019*

SKILLS

Data Analytics:	Python (Pandas, NumPy), SQL
Business Intelligence (BI):	Tableau, Power BI, Excel (PivotTables, VLOOKUP),Alteryx
Data Engineering & ETL:	Python scripting, Alteryx workflows, Data Quality Checks, Data Validation
Financial Analysis & Forecasting:	A/B Testing, Statistical Testing, Forecasting, Predictive Modeling
Marketing Analytics:	Segmentation & Performance Analysis: Customer Segmentation, Clustering, Campaign ROI Tracking
A/B Testing & Experimentation:	A/B test design, Statistical Significance Testing
Cloud Data Warehousing:	Snowflake, BigQuery, Google Analytics, CRM, ERP systems
KPI & Dashboard Reporting:	Reporting: KPI Dashboards, Ad-hoc Reports, Executive Reporting
Risk & Compliance Analytics:	Compliance Tools: Audit Automation, Regulatory Reporting
Cross-functional Collaboration:	Project Collaboration: Agile Teams, Stakeholder Communication, Strategic Planning
DevOps & Deployment:	Deployment Tools: Docker, Kubernetes

PROFESSIONAL EXPERIENCE

Data Analyst; Cisco   **Jul 2023 – Present**

- Analyzed and visualized datasets of over 10M+ rows using SQL, Python (Pandas/NumPy), and Tableau, supporting executive decision-making across multiple business units.
- Developed and automated 15+ ETL pipelines using Python and Alteryx, reducing data processing time by 40% and improving data reliability.
- Created 20+ interactive dashboards in Tableau and Power BI, enhancing cross-functional teams' visibility into KPIs and operational performance.
- Collaborated with product and engineering teams to define data requirements and translate business questions into actionable analytics solutions, reducing reporting turnaround time by 30%.
- Conducted A/B testing and statistical analyses to optimize marketing strategies, resulting in a 12% increase in campaign ROI over 6 months.
- Designed and implemented data quality checks and validation frameworks, improving data accuracy by 95% in monthly reporting workflows.
- Leveraged Snowflake and BigQuery to query and analyze cloud-based data warehouses, enabling efficient handling of real-time analytics projects.

Data Analyst; Wells Fargo   **Apr 2021 – Jun 2023**

- Developed and maintained over 15 Power BI dashboards and automated reports that tracked key performance indicators (KPIs) across retail banking operations, reducing manual reporting time by 30%.
- Conducted deep-dive analysis on customer transaction behavior, identifying $1.2M in potential cost-saving opportunities through process optimization recommendations.
- Collaborated with cross-functional teams to design SQL-based data pipelines, improving data retrieval speed by 40% and enabling real-time decision-making.
- Led A/B testing initiatives on digital banking features, providing actionable insights that increased mobile user engagement by 22% quarter-over-quarter.
- Cleaned and transformed large datasets using Python (Pandas, NumPy), enhancing model input quality for predictive risk analytics by 15%.
- Automated reconciliation and audit processes for regulatory reports, ensuring 100% compliance with internal and external audit requirements.
- Created ad-hoc reports and dashboards for senior leadership using Excel (VLOOKUP, PivotTables) and Tableau, helping drive data-driven strategic decisions.
- Partnered with risk and compliance teams to analyze historical loan default trends, contributing to a revised risk model that improved loan approval accuracy by 18%.

Data Analyst Marketing/Finance; NTI   **Aug 2018 – Mar 2021**

- Led the migration of legacy monolithic architecture to a containerized environment using Docker and Kubernetes, decreasing deployment time from hours to under 15 minutes.
- Built financial forecasting models using historical revenue and expense data, improving budget accuracy by 18%.
- Automated data pipelines using SQL and Python scripts, reducing reporting errors and saving over 10 hours/week of manual work.
- Partnered with finance and marketing teams to deliver actionable insights, resulting in a 12% improvement in customer retention strategies.
- Performed A/B testing on promotional offers, interpreting statistical significance and providing recommendations that led to a 9% uplift in sales.
- Analyzed marketing campaign performance across digital channels using SQL and Excel, identifying underperforming segments and boosting ROI by 23% over two quarters.
- Developed and maintained interactive dashboards in Tableau for monthly financial and marketing KPIs, reducing manual reporting time by 40%.
- Conducted customer segmentation analysis using clustering techniques in Python, leading to a 17% increase in targeted email conversion rates.