Riley Johnson

Senior Data Analyst

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SUMMARY

Experienced Senior Data Analyst with 6+ years of expertise in transforming complex data into actionable business insights. Skilled in advanced analytics, data visualization, and communicating findings to stakeholders at all levels.

SKILLS

Advanced SQL | Python (Pandas, NumPy, Scikit-learn) | R | Data Visualization (Tableau, Power BI) | Statistical Analysis | A/B Testing | Predictive Modeling | ETL Processes | Data Storytelling | Business Intelligence

PROFESSIONAL EXPERIENCE

Senior Data Analyst - Data Insights Corp

Jun 2020 - Present
- Lead data analysis for company's key strategic initiatives, directly impacting $10M in revenue
- Developed predictive models that improved customer retention by 25%
- Created executive dashboards that streamlined decision-making processes
- Mentored junior analysts and established data analysis best practices
- Collaborated with cross-functional teams to implement data-driven solutions

Data Analyst - Business Solutions LLC

Mar 2017 - May 2020
- Conducted complex data analysis to identify business opportunities
- Built automated reporting systems that saved 20+ hours per week
- Performed A/B testing to optimize marketing campaigns
- Developed KPI dashboards for tracking business performance

Business Intelligence Analyst - Global Retail Inc.

Jan 2015 - Feb 2017
- Analyzed sales and inventory data to optimize stock levels
- Created reports and dashboards for executive leadership
- Identified trends and patterns in customer purchasing behavior
- Collaborated with IT to improve data collection processes

EDUCATION

Master of Science in Business Analytics

Business University, 2013 - 2015

Bachelor of Science in Economics

State University, 2009 - 2013
Minor in Statistics

CERTIFICATIONS

- Tableau Desktop Certified Professional
- Microsoft Certified: Data Analyst Associate
- Google Advanced Data Analytics Professional Certificate
- SAS Certified Statistical Business Analyst

PROJECTS

Customer Lifetime Value Model

Developed predictive model to estimate customer lifetime value for strategic decision-making

Marketing Attribution Analysis

Created multi-touch attribution model that optimized marketing spend by 30%

Executive Analytics Dashboard

Designed comprehensive dashboard system for C-level executives to monitor business performance