Alicia Martinez

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(312) 555-9081

Austin, TX

🔹 Professional Summary

Detail-oriented Data Analyst with 4+ years of experience in interpreting and analyzing data to drive successful business solutions. Proven track record of using advanced analytics and visualization tools.

🔹 Skills

SQL, Python, R, Tableau, Excel, Power BI, Data Cleaning, Predictive Modeling, A/B Testing, Statistics

🔹 Experience

Data Analyst – HealthSync Corp (2021–Present)

- Created dashboards in Tableau to track patient outcomes and hospital KPIs.

- Automated monthly reporting processes, reducing manual effort by 50%.

Business Intelligence Intern – TrendSight Analytics (2020–2021)

- Cleaned and analyzed retail sales data using Pandas and Power BI.

- Conducted churn analysis and presented findings to senior stakeholders.

🔹 Projects

COVID-19 Impact Dashboard – Interactive visualization of regional case trends and vaccination rates.

Customer Segmentation Model – Clustering analysis for a retail dataset to improve marketing campaigns.

🔹 Education

B.A. in Statistics – University of Texas at Austin (2015–2019)

🔹 Certifications

Google Data Analytics Certificate

Tableau Desktop Specialist

🔹 Portfolio

https://aliciamartinez.dev/projects