

Sarah Jenkins

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Summary:

Data-driven Senior Data Analyst with 3+ years of experience leveraging SQL, Python, and Tableau to extract actionable insights and drive impactful business decisions. Proven ability to design interactive dashboards, perform statistical analysis, and communicate complex findings to diverse audiences. Passionate about utilizing data to promote sustainability and contribute to the green technology sector.

Education:

B.S. in Statistics, University of Washington (2019) Certifications: Google Data Analytics Professional Certificate, Tableau Desktop Specialist.

Technical Skills:

- **Data Visualization:** Tableau, Power BI
- **Languages:** SQL (Advanced), Python (Pandas, NumPy, Matplotlib, Scikit-learn)
- **Databases:** Snowflake, PostgreSQL, MySQL
- **Tools:** Excel (VLOOKUP, Pivot Tables), Google Analytics
- **Soft Skills:** Stakeholder Communication, Presentation Skills, Critical Thinking

Work Experience:

Marketing Data Analyst | Retail Giant Co. (2021 – Present)

- Built and maintained automated dashboards in Tableau to track weekly KPI performance for the marketing team.
- Used SQL to query large datasets from Snowflake and cleaned data using Python for reporting.
- Analyzed customer purchase behavior for a database of 500,000+ users, identifying trends that led to a 15% increase in retention.
- Collaborated with the sales team to optimize pricing strategies, resulting in a 5% revenue uplift in Q4 2022.

Junior Data Associate | FinTech StartUp (2019 – 2021)

- Created monthly financial reports using Excel and Power BI for senior management.
- Assisted in the migration of legacy data to a new PostgreSQL database system.
- Conducted A/B testing analysis on email marketing campaigns.