Data Analyst

Sarah Fuder

(608) 630-4555 | fuder.sarah@gmail.com
https://sarahfuder.github.io
Centralia, WA 98531

Skills

- Analysis
- Excel
- Data Cleaning
- Database Management
- Tableau
- SQL
- Python
- R

Projects

REAL ESTATE SALES: LEWIS COUNTY, WA – Personal Project – Centralia, WA
- Leveraged a comprehensive government database as a primary data source to ensure data accuracy and reliability.
- Applied rigorous data cleaning techniques to rectify inconsistencies and errors, resulting in a clean and high-quality dataset.
- Designed and developed an interactive dashboard featuring dynamic filters for date ranges and other essential criteria, enhancing data exploration and decision-making processes.

MARKETING FOCUS: WA ELECTRIC VEHICLES – Personal Project – Centralia, WA
- Applied SQL queries to explore the distribution of Electric Vehicle (EV) types across Washington, uncovering that Battery Electric Vehicles (BEV) account for 78% of the market.
- Analyzed correlations between EV brands and electric utility companies, revealing the top 3 most popular EV brands, including Tesla, had limited alignment with specific utilities. These insights offer valuable guidance for marketing strategies and industry partnerships.
- Translated findings into interactive Tableau dashboard to facilitate data-driven decision-making for EV stakeholders.

Work Experience

DIGITAL MARKETING ASSOCIATE – Clothes by Lócker Room (TikTok) **–** Remote
- Strategically selected compelling video covers that effectively showcased the featured products, enhancing content engagement and visual appeal.
- Formatted video titles to maximize viewer attention and convey key information about the product, contributing to an increase in audience interaction.
- Ensured the accurate posting of videos, titles, and relevant hashtags, optimizing discoverability and driving organic traffic.
- Implemented timing strategies, resulting in a substantial boost in video views and overall performance.

BEHAVIOR ANALYST – Northwest ABA | WI Early Autism Project – WI & WA
- Conducted detailed behavioral data analysis to provide precise progress reports.
- Effectively translated client requirements into data-driven insights for informed decision-making.
- Facilitated team meetings during supervisor absences, promoting collaboration and proactive data analysis.

Education

BACHELOR OF ARTS IN PYSCHOLOGY – University of Wisconsin – Madison, WI

DATA ANALYTICS – Google/Coursera Certificate