ESMERALDA MORALES | DATA ANALYST

BOSTON, MA | 617-123-4567 | esme_morales@emailaddress.com | GitHub | LinkedIn | Portfolio

SUMMARY

Data analyst with meticulous attention to detail and abundant experience transforming data into meaningful and easily understood visualizations and presentations. Proficiency with dashboarding, performance tracking, Pandas, Excel, SQL, Tableau, and Python. Recent graduate of the Thinkful Data Analytics program. Vast experience as a statistician in various industries, including business, research/lab, and survey analysis, demonstrating proven adaptability and knowledge of various techniques and tools appropriate for the role context.

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TECHNICAL SKILLS

Software: Google Sheets, Microsoft Excel, Python, R, Tableau, SQL, PostgreSQL, Matlab, and Microsoft PowerPoint
Data methods: Statistical analysis, data visualization, presentation design, data cleaning, data discovery, data exploration, data modeling, A/B testing, and t-tests
Additional tools: Project management, business strategy, business intelligence, and report generation
Additional skills: Six Sigma Yellow Belt and Spanish (fluent)

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PROFESSIONAL EXPERIENCE

Banana Insurance Group Boston, MA
Data Analyst 12/2021 – Present
- Conduct statistical analysis to identify address problems with customer conversions and reveal insights to boost conversions.
- Implement A/B tests for sales channels to improve conversion rate.
- Complete peer benchmarking to compare competitive, customer, and financial data.
- Collaborate with business analysts and finance analysts to develop objectives to achieve through data automation.
- Improve and maintain infrastructure for data and reports using Tableau and SQL, and reveal insights into the insurance offerings, marketing funnels, and business KPIs.
- Compare balance sheets, revenues, and expenses to design presentations and reports to present key insights to leadership.

U.S. Census Bureau Remote
Senior Statistician 06/2018 – 11/2021
- Reviewed surveying questions for response bias and recommended suggestions.
- Reviewed data collection processes and recommend changes to testing procedures.
- Tested and improved probability, hypothesis testing, and sampling approaches in surveying methodology.
- Completed data analysis, data cleaning, and data modeling for surveying results.
- Leveraged various SAS programs to detect outliers, extract usable datasets, and represent missing data.

University of Yorklow Worcester, MA
Statistician 01/2017 – 05/2018
- Gathered and analyzed data to support various clinical trials and research datasets according to applicable statistical methods.
- Tested and validated datasets associated with research pending approval for publication.
- Interpreted statistical results and presented information in simpler formats to non-researchers.
- Write technical methodology and results for journals, developing charts, graphics, and figures as needed.

A-Z Systems, Ltd. Andover, MA
Statistician Intern 06/2016 – 12/2016
- Completed tasks related to data and databases under the guidance of a statistician.
- Help merge old databases into new ones.
- Help make and test modifications to database structures.
- Maintain databases and update permissions for users.

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DATA ANALYTICS PROJECTS

Wine reviews | Thinkful | esmeswinereviewsdemo.com   11/2021
Inventory analysis, sales trend
- Ran t-tests to determine the statistical significance between price, type, and origin of wine.
- Created visualizations in Python and presented data in PowerPoint to highlight inventory strategy to increase potential sales by 18% year over year.

House prices | Thinkful | esmeshousepricesdemo.com   10/2021
Statistical significance, pricing factors
- Developed presentation to assist shareholders within an investment bank in determining factors that drive housing prices and how they should allocate dollars earmarked for investment into mortgage-backed securities.
- Presentation data was supported through t-tests run on housing price factors showing statistical significance.

Lariat Rent-A-Car | Thinkful | esmeslariatdemo.com   08/2021
Business analysis, revenue growth models
- Examined and cleaned historical sales data using Excel (VLookUp, pivot tables and t-tests).
- Completed exploratory data analysis to identify strategic scenarios to increase revenue, assessed by KPI performance.
- Presented models that showcased a 20% increase in profits, while lowering or maintaining operational costs.

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EDUCATION

Thinkful   Online
Certificate, Data Analytics Program   01/2022
- Produced and presented professional projects and presentations from concept to completion focused on business forecasting, price modeling, and statistical analysis.
- Developed skillsets in data analytics systems, including Pandas, Excel, PostgreSQL, Tableau, and Python, as well as methodologies, including dashboarding, performance tracking, data wrangling, cleaning, and analysis.

Northeastern University   Boston, MA

B.S., Statistics   06/2016