

Professional Summary

Analytically minded data analyst with 6 years of experience in interpreting and analyzing complex datasets to drive business decisions. Proficient in SQL, Python, and data visualization tools such as Tableau and matplotlib. Skilled in uncovering insights, identifying trends, and presenting findings to stakeholders. Strong problem-solving abilities and a passion for leveraging data to improve processes and outcomes.

Skills

- **Programming Languages:** SQL, Python, R
 - **Data Analysis Tools:** Pandas, NumPy, SciPy
 - **Data Visualization:** Tableau, matplotlib, Seaborn
 - **Statistical Analysis:** Hypothesis testing, Regression analysis, Time series analysis
 - **Machine Learning:** Scikit-learn, TensorFlow, Keras
 - **Database Management:** MySQL, PostgreSQL, MongoDB
 - **Data Cleaning and Preprocessing:** Data wrangling, Feature engineering
 - **Big Data Technologies:** Apache Spark, Hadoop
 - **Version Control:** Git, GitHub
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Professional Experience

Data Analyst

Data Insights Company, Analytica Town, CA
June 2018 – Present

- Analyzed customer behavior and purchasing patterns using SQL and Python, leading to a 15% increase in targeted marketing effectiveness.
- Developed interactive dashboards and reports in Tableau to visualize key performance metrics and track business KPIs.
- Conducted A/B tests to evaluate the impact of website changes and marketing campaigns on user engagement and conversion rates.
- Collaborated with cross-functional teams to identify data-driven solutions to business challenges and drive process improvements.

Junior Data Analyst

Insightful Analytics, Analytica Town, CA
January 2016 – May 2018

- Assisted in collecting, cleaning, and organizing data from various sources, including databases, APIs, and spreadsheets.
- Performed statistical analysis and hypothesis testing to identify correlations and trends in datasets.
- Developed predictive models for customer churn prediction and sales forecasting using machine learning algorithms.

- Prepared and presented data-driven insights and recommendations to internal stakeholders and clients.
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Education

Bachelor of Science in Statistics

University of California, Analytica Town, CA

Graduated: May 2015

Certifications

- Data Analyst Nanodegree (Udacity)
 - Tableau Desktop Specialist
 - Python for Data Science (Coursera)
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Projects

- **Customer Segmentation Analysis:** Utilized clustering algorithms to segment customers based on demographics and purchase behavior, informing targeted marketing strategies.
 - **Churn Prediction Model:** Built a machine learning model to predict customer churn, enabling proactive retention efforts and reducing churn rates by 20%.
 - **Sales Forecasting Dashboard:** Created an interactive dashboard in Tableau to visualize historical sales data and forecast future sales trends, aiding in inventory planning and resource allocation.
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Professional Affiliations

- Member, American Statistical Association (ASA)
- Member, Data Science Society