**JAMES ANDERSON**  
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**DATA ANALYST | BUSINESS INTELLIGENCE SPECIALIST**

**Professional Summary**  
Results-driven Data Analyst with 4+ years of experience transforming raw data into actionable insights to support business growth. Skilled in statistical analysis, data visualization, and creating predictive models to optimize decision-making. Proficient in leveraging SQL, Python, and BI tools to analyze and interpret data trends, drive process improvements, and achieve measurable results.

**EDUCATION**  
Bachelor’s Degree in Statistics and Data Science **09/2015 – 06/2019**  
University of California, Berkeley, USA

**WORK EXPERIENCE**

**ACME RETAIL SOLUTIONS** - Los Angeles, USA **01/2020 – Present**  
*Senior Data Analyst*

* Spearheaded the development of an automated reporting system using SQL and Tableau, reducing manual reporting time by 30%.
* Conducted cohort analysis to evaluate customer retention strategies, resulting in a 15% increase in returning customers within six months.
* Built predictive models using Python to forecast sales trends, achieving a 95% accuracy rate.
* Collaborated with marketing and finance teams to analyze campaign performance, improving ROI by 18% through data-driven recommendations.

**OMEGA TECH SOLUTIONS** - Chicago, USA **07/2019 – 12/2019**  
*Data Analyst Intern*

* Analyzed web traffic data using Google Analytics to identify bottlenecks in user conversion funnels, increasing conversion rates by 12%.
* Assisted in building ETL pipelines for data ingestion from multiple sources into a centralized data warehouse.

**PERSONAL PROJECTS**

**Customer Segmentation Analysis**

* Used clustering techniques (K-means, DBSCAN) on a retail dataset to segment customers based on purchase behavior.
* Delivered insights that helped create targeted marketing campaigns, resulting in a 20% increase in email campaign engagement rates.

**Supply Chain Performance Dashboard**

* Built a Power BI dashboard to monitor supplier performance metrics such as lead time and defect rates.
* Provided visibility into critical supply chain inefficiencies, leading to a 10% improvement in overall process efficiency.

**PROFESSIONAL SKILLS**

* **Data Analysis & Visualization:** Tableau, Power BI, Google Analytics, Excel (Advanced), Python (pandas, NumPy, Matplotlib, Seaborn)
* **Database Management:** SQL, PostgreSQL, BigQuery, ETL Processes
* **Statistical Analysis & Modeling:** Regression, A/B Testing, Time-Series Forecasting, Predictive Analytics
* **Tools & Technologies:** R, Alteryx, AWS, Azure Data Factory, Git, Snowflake

**TRAINING AND CERTIFICATIONS**

* **Google Data Analytics Professional Certificate** – 08/2022
* **Tableau Desktop Specialist Certification** – 05/2021
* **AWS Certified Data Analytics – Specialty** – 12/2020

**LANGUAGE COMPETENCIES**  
English | Spanish