


KEY ACHIEVEMENTS

-  Reporting Efficiency Improvement  
Revamped reporting procedures at Microsoft which resulted in a 40% reduction in reporting time on various analytics projects.
-  Increased Customer Engagement  
By implementing new analytical strategies at Amazon, I was instrumental in achieving a 15% increase in customer engagement through personalized marketing.
-  Successful Predictive Modelling  
At Expedia Group, my predictive modelling efforts led to a notable 10% revenue increase, proving the value of data-driven decision-making.
-  Knowledge Sharing Initiatives  
Spearheaded the knowledge sharing program at Amazon which significantly improved team performance and skill acquisition across departments.

SKILLS

Excel • SQL • Power BI •  
Data Visualization • Statistical Analysis •  
Predictive Analytics

CERTIFICATION

- SQL for Data Science  
An in-depth course from Coursera that covers SQL queries, database design, and data manipulation techniques essential for data analysis.
- Data Visualization with Power BI  
This certification from Microsoft provides advanced techniques for creating dashboards and visualizations that convey data insights effectively.

SUMMARY

Dynamic data analyst with five years of experience, skilled in SQL and data visualization, and known for streamlining reporting processes through innovative dashboard designs. Recent work reduced reporting time by 40%, transforming complex data into actionable business insights.

EXPERIENCE

- Data Analyst01/2021 - Present

MicrosoftRedmond, WA

  - Led a project analyzing user engagement data across multiple platforms, resulting in a 30% improvement in user retention rates due to actionable insights derived from data.
  - Developed comprehensive dashboards using Power BI that aggregated performance metrics, streamlining access to data for 200+ stakeholders, optimizing reporting processes by 40%.
  - Collaborated with cross-functional teams to define KPIs, improving the team's ability to respond to market dynamics through real-time data analysis.
  - Implemented predictive analytics techniques that identified emerging trends, enabling strategic decisions that resulted in a 25% increase in quarterly sales.
- Business Intelligence Analyst06/2018 - 12/2020

AmazonSeattle, WA

  - Managed data extraction and transformation processes using SQL, enhancing data quality for business reporting, which contributed to a 20% reduction in data processing time.
  - Produced detailed data reports that informed marketing strategies, leading to a 15% uptick in customer engagement through tailored communications based on data insights.
  - Spearheaded training sessions for new team members on data analysis best practices, fostering a culture of knowledge sharing and continuous improvement in the team.
  - Conducted extensive A/B testing to analyze website performance, leading to actionable insights that improved the conversion rate by 10%.
- Data Analysis Intern01/2017 - 05/2018

Expedia GroupSeattle, WA

  - Automated report generation processes for market analysis, resulting in a time savings of 15 hours per week across the analytics team.
  - Analyzed customer feedback data to identify key areas for product improvement, contributing to a 5% increase in customer satisfaction scores.
  - Utilized Excel and SQL to analyze booking trends, influencing strategic business initiatives that enhanced revenue by 10% in targeted markets.
  - Participated in quarterly reviews, articulating complex data insights to senior management, fostering informed decision-making.

EDUCATION

- Master of Science in Data Analytics01/2019 - 01/2021

University of WashingtonSeattle, WA
- Bachelor of Science in Statistics01/2013 - 01/2017

University of California, BerkeleyBerkeley, CA

## INTERESTS

---

### Data-Driven Marketing

Passionate about utilizing data analytics to drive effective marketing strategies that resonate with target audiences.

### Emerging Technologies

Keen interest in exploring how emerging technologies, such as AI and machine learning, can revolutionize data analysis.