Rachael Friedman
Data Analyst
rachaelgfriedman1@gmail.com | 505-507-9974
[LinkedIn](#) | [GitHub](#) | [Medium](#) | [Portfolio](#)

PROFILE

I am a data analyst with a background in data analytics consulting, who is passionate about helping organizations unpack and leverage data to make strategic decisions and improve business performance. My detail-oriented and collaborative approach to solving problems enables me to create clean and reliable datasets through data transformations, design tailored visualizations and metrics that highlight insights in the data, and clearly communicate actionable findings back to my stakeholders.

SKILLS

Languages & Tools: SQL, Python, Excel, Qlik, Power BI, Git, GitHub, Azure DevOps, Qualtrics, Jupyter Notebook, NumPy, Pandas, Scikit-learn, Statsmodels
Data Wrangling: Survey creation, data collection, API calls, exploratory data analysis, feature engineering, ETL data pipelines, master data, relational database design
Data Analysis & Modeling: BI visualizations, KPI creation, reoccurring reporting, natural language processing, computer vision, statistical modeling, supervised and unsupervised machine learning

EXPERIENCE

CapTech Consulting
Senior Consultant, Data Analyst | Jan 2022 – Present

- Analyzes the state of data quality and functional architecture for a client in the oil and gas industry and develops solutions that improve the consistency, completeness, and accessibility of data across the organization.
- Interviews stakeholders to understand data quality pain points in sources spanning from SCADA devices in the field to data warehouses and captures requirements for new solutions.
- Leverages SQL and Python to extract data, transform data, and produce analyses that quantify inconsistencies in data standardization and erroneous data for each equipment type in the field.
- Communicates data standards and data cleansing needs to the data management team to improve data quality immediately and ensure each equipment type adheres to standards moving forward.
- Creates Excel reports and visualizations that stakeholders use to view the type and magnitude of data issues and track progress on how solutions are improving data quality.
- Collaborates with solution architect and project management teams to design and implement processes that improve pipeline data flows, make data accessible to more users, monitor erroneous data, and standardize data definitions, reporting, and governance at the organization.
- Leverages agile project management methodology and Azure DevOps to monitor progress on project.

General Assembly Data Science Immersive
Student | Jun 2021 – Sep 2021

- Completed a 13-week, 500-hour immersive data science course focused on Python programming, data visualizations, and machine learning.
- Leveraged advanced data science analysis and modeling techniques to solve real-world problems, including 20 labs and six large-scale projects. Summarized the project findings and recommendations in presentations for both technical and non-technical audiences.
- Conducted exploratory data analysis, created visualizations to understand data, and performed data cleaning and feature engineering on large datasets to prepare for modeling.
- Gained expertise building models, tuning models, and evaluating models for regression, classification, ensemble methods, natural language processing, computer vision, and neural networks to develop models that best solve specific business problems.

Vault Consulting, LLC
Manager | Jun 2020 – May 2021
Senior Analyst | Jun 2018 – Jun 2020
Analyst | Aug 2016 – Jun 2018

- Collaborated with trade association clients to design tailored business intelligence reporting programs that allowed their members to track industry trends, measure business performance, and benchmark themselves against their peers.
- Oversaw the successful completion of 10+ recurring business intelligence reporting programs each quarter for a variety of industries ranging from technology to consumer goods. Coordinated efforts between trade association members and Vault staff to ensure on-time data collection and accurate reporting in all programs.
- Leveraged Excel and Python to clean data, perform exploratory data analysis, and optimize the extract, transform, load (ETL) process to feed reliable data into dashboards.
- Created dashboards for each reporting program that tell stories with data, highlight key performance indicators, and enable stakeholders to make data-driven decisions.
- Led presentations to educate clients on how to become super users of the dashboards and derive valuable insights to share with their organizations' decision makers.
- Worked cross-functionally with the developer team to design customized relational data schemas in Qlik for dashboards that meet the client's needs and carry out their vision.
- Communicated requirements for client websites and client data management to the developer team using Agile methodology to ensure efficiency and client satisfaction.
- Documented current reporting program processes and works to improve them and gain efficiencies for future report iterations.

EDUCATION

General Assembly
Data Science Immersive | Remote | Jun 2021 – Sep 2021

University of Richmond
B.S.B.A. in Economics | Richmond, VA | 2012 - 2016