**David Hovsepian**

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## Professional Summary

## Business-minded professional with 10+ years in enterprise software and customer success, now pivoting into data analytics. Backed by recent Google certifications, with skills in Python, SQL, R, Tableau, and Excel. Experienced in building dashboards, predictive models, and extracting insights from complex data. Combines client-facing strengths with analytical thinking to support data-driven decisions. Eager to bring this hybrid skill set to a full-time data analytics role.

## Technical Skills

Languages & Tools: Python (pandas, numpy, matplotlib, seaborn), SQL (Joins, Aggregates, CTEs), R (ggplot2, tidyverse), Tableau, Excel (Pivot Tables, VLOOKUP, Data Models), GitHub, Salesforce, JIRA, AWS

Certifications:

- Google Data Analytics Professional Certificate – Completed Jan 2025

- Google Advanced Data Analytics Certificate – Completed Mar 2025

- AWS Cloud Practitioner – Completed Mar 2020

## Education

University of Massachusetts, Lowell (Graduated July 2010)

Bachelor of Arts – Major: English, Minor: Management and Graphic Design

## Data Analytics Projects

Sales Data Dashboard (Tableau, Excel, Python, SQL)

- Analyzed multi-year CRM and pipeline data to assess conversion rates, lead quality, and sales velocity.

- Built interactive Tableau dashboards to visualize lead sources, average deal size, and forecast accuracy.

- Used Excel to create pivot tables, perform trend analysis, and calculate KPIs for executive reporting.

Customer Churn Analysis (Python, SQL, Salesforce, Excel)

- Extracted and cleaned customer data from Salesforce using SQL queries and Excel data models.

- Built a logistic regression model in Python to identify key churn risk indicators and predicted churn with 80%+ accuracy.

- Delivered findings and action plans to improve customer retention and renewal outcomes.

Customer Risk Simulation Project (R, SmartUQ, Excel)

- Led an internal customer success project using R and SmartUQ to simulate customer behavior under varying risk conditions using Monte Carlo methods.

- Integrated results with Excel to build a scenario-based dashboard for account management decisions.

- Delivered simulation results and insights directly to the customer, helping them evaluate risk under uncertainty and make more informed operational decisions.

## Professional Experience

**SmartUQ – Madison, WI (Remote) | Senior Account Executive | Jun 2024 – Jan 2025**

- Increased revenue by 12% across key territories through strategic data-driven territory planning.

- Provided product demos and trained channel partners, improving adoption metrics.

- Analyzed usage patterns and license data to guide renewal and upsell strategies.

**Insightsoftware – Raleigh, NC (Remote) | Account Manager | Nov 2021 – May 2024**

- Managed $5M+ portfolio; achieved 153% quota in 2022 and 101% in 2023.

- Leveraged Excel and Salesforce dashboards to monitor KPIs and customer engagement trends.

- Collaborated with marketing and product management to improve customer segmentation and enhancement requests based on historical deal performance.

**Ansys, Inc. – Concord, MA | Account Manager | Jul 2017 – Nov 2021**

- Surpassed quotas up to 134%; acquired and retained major accounts including NASA and Nissan.

- Created internal reports and presentations using Excel to showcase channel metrics.

**COMSOL, Inc. – Burlington, MA | Account Manager | Apr 2015 – Jun 2017**

- Managed a $1M+ territory with 96% customer retention.

- Led workshops and marketing campaigns informed by lead scoring and conversion data.