

# ISABELLE TODD

## Entry-Level Business Analyst

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### SUMMARY

A highly analytical and results-driven business analyst with 3 years of experience in data analysis, statistical modeling, and data visualization. Skilled in using tools like Excel, Power BI, and Python to extract insights and drive decision-making. I am proud of my accomplishments, including the publication of a research paper on customer segmentation, the development of an automated data tracking system, and my contributions to data-driven strategies that have positively impacted business outcomes. I am excited about the opportunity to leverage my skills and experience to support decision-making, policy formation, and strategic planning as an entry-level business analyst at your organization.

### EXPERIENCE

#### Data Analyst

ABC Company

2022 - Ongoing New York City

Analyzed and interpreted complex data sets to identify trends, patterns, and insights. Developed visualizations and interactive dashboards to communicate findings to stakeholders.

- Identified key customer segments resulting in a 10% increase in sales
- Created regression models to predict customer churn, resulting in a 15% reduction in churn rate
- Collaborated with cross-functional teams to develop data-driven strategies to optimize marketing campaigns

#### Research Assistant

XYZ University

2017 - 2022 Baltimore, MD

Conducted quantitative and qualitative research studies to gather data. Assisted in data analysis and report writing. Collaborated with professors on research projects.

- Collected and analyzed survey data resulting in the publication of a research paper
- Assisted in conducting focus groups and interviews to gather data for research projects
- Contributed to data cleaning and coding process to ensure data accuracy and reliability

### MY LIFE PHILOSOPHY

Data is the new oil. The ability to analyze and interpret data is a valuable skill in today's business world.

### STRENGTHS



#### Analytical Problem-Solving

I possess a strong analytical mindset and excel at solving complex problems using data-driven approaches. My ability to interpret and analyze data allows me to make informed decisions and drive business success.



#### Collaboration and Communication

I am an effective collaborator and communicator, skilled at working with cross-functional teams and presenting complex data insights in a clear and concise manner. I foster strong working relationships to achieve common goals.



#### Adaptability and Continuous Learning

I embrace change and continuously seek opportunities to expand my skill set and knowledge. I am a fast learner, always eager to explore new technologies and methodologies to stay ahead in the rapidly evolving field of business analytics.

### SKILLS

Data analysis

Statistical modeling

Data visualization

SQL

Excel

Power BI

Python

R