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MORGAN MAXWELL

SUMMARY

Proactive Business Analyst with a strong background in customer analytics and data interpretation. Experienced in translating data insights into actionable business strategies.

EDUCATION

- B.Sc. in Statistics, Studio Shodwe University, 2021

SKILLS :

- Customer Analytics
- Machine Learning
- Reporting Tools
- Visualization

EXPERIENCE :

Customer Insights Analyst, Rimberio, 2023 – Present

- Conducted customer segmentation analysis to support personalized marketing campaigns.
- Reduced churn rate by 12% through targeted interventions based on customer feedback.

Data Analyst, Borcelle, 2021 – 2023

- Developed visual reports to illustrate key performance metrics for executive teams.
- Improved the accuracy of data tracking systems, enhancing the decision-making process.