Emily Simpson

Data Analyst with 5+ years of experience and passion in mathematics, problem solving, strategy and data visualization

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PROFESSIONAL EXPERIENCE

Jazzercise Newton Fitness Studio, Newton, MA — *Owner and Business Analyst* *2017 to Present*

- **Assess** customer feedback surveys to obtain quantitative and qualitative data to measure current business operations and performance
- **Lead** routine feedback sessions with customers, contract workers, and staff, document findings and recommendations, and adjust policies, services, and procedures as needed
- **Analyze** monthly income expense reports and evaluate growth and forecast data, pivoting when necessary
- **Provide** decision support, including variance analysis and identification of trends and key drivers in financial performance, and synthesize data to inform future decisions
- **Strategize** and develop vision and roadmap with goals and objectives that help promote growth and prosperity to the business
- **Empower** team members by creating a culture that ensures alignment and investment in quarterly goals and business performance
- **Ensure** the company has adequate and suitable resources to run smoothly and meet company goals
- **Facilitate** communication between staff and corporate team members to ensure transparency and alignment, and relay any changes in services or policies to consumers honestly and in a timely manner
- **Supervise** and lead all company operations, including the training, support, and evaluation of staff members

City of Medford, Medford, MA — *Instructor and Data Analyst*

 2015 to 2022

- **Create** testing strategy, generate baselines, approximate sample sizes and perform analyses of A/B testing and other quantitative testing methods
- **Collaborate** with peers in creating solutions to problems revealed by performance data, guaranteeing that students meet or exceed objectives in the future
- **Produce** growth and achievement performance records, share with key stakeholders, and adjust plans or pivot direction as needed
- **Communicate** complicated mathematical and statistical information to a wide range of audience members simply and effectively
- **Perform** myriad duties in a fast-paced, high-conflict environment as a proactive, easily adaptable, and persevering problem-solver
- **Design** data visualizations and differentiate presentation of information to accommodate all audiences
- **Demonstrate** strong project management and leadership qualities increasing, monitoring, and meeting firm benchmarks and deadlines for daily, weekly and long term goals
- **Network** across multiple disciplines with peers, administrators, counselors, and parents to connect individuals with necessary supports to be successful
- **Develop** consistent communication through multiple channels to maintain transparency and awareness of due dates, events, assignments, and tutoring
- **Maintain** clear and organized records of data, projects, and plans to share with core stakeholders, and prepare for future planning and collaboration

PORTFOLIO:
https://github.com/esimpson27/DataAnalystProjects

TOOLS
- Google Analytics
- Tableau
- Python & SQL
- Microsoft Suite
- Google Suite

SKILLS
- Data and Analytics
- Data Visualization
- Problem Solving
- Quantitative and Qualitative Research Techniques
- Interviewing
- Surveying
- Project and People Management

LEADERSHIP QUALITIES
- Diversity and Inclusion
- Confidence
- Honesty and Integrity
- Excellent Communicator
- Empathy
- Emotional Intelligence
- Decision Making Capabilities
- Collaboration

EDUCATION
Cambridge College,
Cambridge, MA — MBA
 2020 to 2023

Abilene Christian University,
Abilene, TX — BS in *Mathematics*
 2010 to 2014

AWARDS
Standout Staff Member – *Medford HS*, *June 2017*

President Club – *Bronze Jazzercise Inc., 2018 to 2020*