

# SARAH JOHNSON

## Data Analyst

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## SUMMARY

Results-oriented Data Analyst with 4+ years of experience transforming complex datasets into actionable business insights. Proficient in SQL, Python, data visualization, and statistical analysis with a track record of improving business outcomes through data-driven recommendations. Known for clear communication of technical findings to non-technical stakeholders.

## SKILLS

### Technical Skills

- **Programming Languages:** Python, R, SQL
- **Data Visualization:** Tableau, Power BI, Matplotlib, Seaborn
- **Data Analysis:** Pandas, NumPy, SciPy, Excel (Advanced)
- **Databases:** MySQL, PostgreSQL, MongoDB
- **Tools:** Jupyter Notebooks, Git, AWS (S3, Redshift)
- **Statistics:** Regression analysis, hypothesis testing, A/B testing

### Soft Skills

- Business requirements gathering
- Cross-functional collaboration
- Data storytelling
- Project management
- Problem-solving

## EXPERIENCE

### Senior Data Analyst | FinTech Solutions Inc., Chicago, IL | June 2021 - Present

- Lead data analysis for customer retention initiatives, identifying key churn indicators that reduced customer attrition by 18%
- Designed interactive Tableau dashboards tracking KPIs for C-suite executives, improving strategic decision-making efficiency by 25%
- Developed automated Python scripts for data cleaning and preprocessing, reducing report generation time by 40%

- Conducted A/B tests on website features, increasing conversion rates by 12% through data-driven UI/UX improvements
- Collaborated with marketing team to optimize campaign targeting, resulting in 22% higher ROI on digital advertising spend

### **Data Analyst | Retail Analytics Group, Chicago, IL | March 2019 - May 2021**

- Analyzed sales and inventory data across 50+ store locations, identifying underperforming product categories
- Created weekly and monthly reports using SQL and Excel for department managers
- Built predictive models for seasonal demand forecasting, reducing excess inventory by 15%
- Developed and maintained PostgreSQL databases for streamlined reporting processes
- Trained junior analysts on data visualization best practices and SQL query optimization

### **Business Intelligence Intern | DataCorp Solutions, Chicago, IL | May 2018 - February 2019**

- Assisted in creating Power BI dashboards for sales performance monitoring
- Performed data cleaning and validation for marketing campaign analysis
- Generated weekly reports on website traffic patterns using Google Analytics
- Supported database maintenance and optimization initiatives

## **EDUCATION**

### **Bachelor of Science in Statistics | University of Illinois, Chicago | 2018**

- Minor: Business Administration
- GPA: 3.7/4.0
- Relevant Coursework: Statistical Methods, Database Management, Data Mining, Business Analytics

## **CERTIFICATIONS**

- Microsoft Certified: Data Analyst Associate (Power BI)
- Google Data Analytics Professional Certificate
- Tableau Desktop Specialist
- AWS Cloud Practitioner

## **PROJECTS**

### **Customer Segmentation Analysis**

- Performed k-means clustering analysis on customer purchase data to identify 5 distinct customer segments
- Created targeted marketing strategies for each segment, increasing customer engagement by 27%

### **Sales Forecasting Model**

- Developed time series forecasting models using ARIMA and Prophet to predict quarterly sales
- Achieved 92% accuracy in predictions, enabling better inventory management and staffing decisions

### **Marketing Campaign Optimization**

- Analyzed historical campaign performance data to identify key success factors
- Implemented machine learning algorithms to recommend optimal channel mix, improving campaign ROI by 15%

### **LANGUAGES**

- English (Native)
- Spanish (Intermediate)