# SARAH JOHNSON

**Data Analyst**

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## PROFESSIONAL SUMMARY

Detail-oriented and motivated Data Analyst with 4 years of experience transforming complex datasets into actionable business insights. Proficient in SQL, Excel, and visualization tools. Eager to leverage analytical skills to drive data-informed decision making.

## SKILLS

- **Data Analysis**: SQL, Excel (advanced), Statistical analysis, Data modeling, A/B testing
- **Visualization**: Tableau, Power BI, Data storytelling
- **Programming**: Python (Pandas, NumPy), R (basic)
- **Tools**: Google Analytics, JIRA, Confluence
- **Soft Skills**: Problem-solving, Critical thinking, Communication, Presentation

## EXPERIENCE

**Data Analyst | MarketInsight Co.**

*August 2021 - Present*

- Analyze customer behavior data using SQL and Excel to identify trends and growth opportunities
- Create and maintain interactive Tableau dashboards for executive leadership, improving decision-making efficiency by 25%
- Collaborate with marketing team to measure campaign performance using Google Analytics, leading to 15% increased ROI
- Prepare and present monthly business performance reports to stakeholders

**Junior Data Analyst | RetailTech Inc.**

*June 2019 - July 2021*

- Conducted sales data analysis using Excel and SQL to identify top-performing products
- Assisted in developing KPI tracking systems for business units
- Generated weekly and monthly reports on business performance metrics
- Cleaned and validated data from multiple sources to ensure accuracy

**Business Intelligence Intern | DataCorp**

*January 2019 - May 2019*

- Supported senior analysts in data collection and preliminary analysis

- Helped create visualization reports using Power BI
- Assisted in database maintenance and data cleaning tasks

## EDUCATION

**Bachelor of Science in Statistics**

Boston University, 2019

## CERTIFICATIONS

- Microsoft Certified: Data Analyst Associate
- Tableau Desktop Specialist
- Google Analytics Individual Qualification

## PROJECTS

**Customer Segmentation Analysis**

- Performed cluster analysis on customer data to identify 5 distinct customer segments
- Created targeted marketing recommendations that increased conversion rates by 12%

**Sales Forecasting Model**

- Developed time series forecasting models using Python that predicted sales with 85% accuracy
- Implemented automated reporting system reducing manual reporting time by 70%