

# KIRSTEN CURRIE

## DATA ANALYST

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### PROFILE

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Versatile data analyst with a proven track record in turning data insights into actions, managing multiple high-priority & ad-hoc projects, and collaborating with key stakeholders. Skilled in Excel, SQL, Tableau, & Python and highly motivated to combine these growing skills with extensive consumer goods background to innovate and create cost efficiencies across all aspects of a business.

### EXPERIENCE

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#### MANAGER MATERIAL DEVELOPMENT AND ANALYST

*Adidas Golf & U.S. Teams Sports | Carlsbad, CA & Portland, OR | 2019 - 2025*

Managed the development, reporting, testing analyses, & production viability of primary golf apparel materials for product lines which comprised over \$200m+ in YoY revenue & demonstrated strong product ownership which resulted in promotion.

- **Drive innovative Twistweave™ & Twistknit™** fabric developments using proprietary technology for Men's ULT365+ range, creating lightweight, adaptive golf polos & pants, **contributing to an overall 66.7% GIM**.
- **Merged over 500k material records** with purchasing volume reports using Excel to demonstrate fabric type distribution & reveal potential golf apparel product opportunities, which in turn provided product management team with direction for consumer-driven, seasonal briefing.
- **Analyzed gaps in material recyclability** through system reporting & partnered with suppliers to drive **recycled polyester levels to 70%** within one season, helping meet brand sustainability initiatives of virgin-free polyester by 2020.

#### DATA ANALYTICS EXPERIENCE AND PROJECTS

*Raleigh, NC & Remote | 2024 - Present*

Conducted data analyses across industry sectors (e-commerce, real estate, & healthcare) to develop skills in Excel, SQL, Tableau & Python.

- **Instacart Shopping Basket Analysis:** Developed **product & consumer pricing segmentations** for marketing & sales departments by aggregating customer purchasing behaviors for campaign strategies. Used **Python to analyze 6m+ transactions** & Matplotlib & Seaborn libraries for designing charts & visualizations. **Uncovered customer loyalties groups** such as parents aged 35-59 or afternoon shoppers who represented 45% of the market share.
- **Cary, NC Real Estate Property Analysis:** Cleaned & Performed exploratory data analysis using **Python across 200k properties** to reveal relationships between property features & valuation drivers. Leveraged **linear regression** to show a weak 6% correlation between acreage & price versus a **cluster analysis** that indicated a more positive relationship between property age & value. Aggregated properties by land class type and plotted zip code shape files into an **interactive Tableau** map and dashboard that highlighted property type distribution & analysis results for investors to maximize their ROI.
- **Video Rental Global Sales Evaluation:** Highlighted top 3 performing markets & popular movie genres to inform board members on how to grow video rental sales using Tableau dashboards. Created entity relation diagram (ERD) of store database tables for performing SQL queries.

#### WOMEN'S INTIMATES & YOUTH ACTIVEWEAR DESIGNER

*Nordstrom | Seattle, WA | 2018 - 2019*

Managed designs of over 50 SKUs per season & presented product to Nordstrom buyers to sell across all U.S. & Canada retail locations.

- **Designed user-friendly Excel dashboards** for visibility into Kid's product material usage, resulting in avoiding overdevelopment and increasing price reductions by consolidating down to top performing fabrics which resulted in suppliers giving material cost breaks.

### EDUCATION

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#### Data Analytics Professional Certificate

CareerFoundry, 2024 - 2025

#### Bachelor of Family & Consumer Sciences

University of Idaho, 2009 - 2013

### SKILLS

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- **Technical:** Excel, SQL, Python, Power BI, Tableau, Github
- **Professional:** Stakeholder Comms, Business Presentations, Product Ownership, Dashboard Development, Data Visualization, KPI Tracking