

KIRSTEN CURRIE

DATA ANALYST

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PROFILE

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

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

Data Analytics Professional Certificate

CareerFoundry, 2024 - 2025

Bachelor of Family & Consumer Sciences

University of Idaho, 2009 - 2013

SKILLS

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