

LISA COOMBS

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lcoombs-analytics

SUMMARY

Data Analyst & Health Equity Advocate transforming complex data into accessible insights for systemic change. Competencies in Excel, SQL, Python, and Tableau. Extensive background in Category Management in hospitality industry. Looking to pivot to a Data Analyst position in policy administration or non-profit organization.

PROJECTS

Video Game Sales Analysis

Analyzed over 16,000 records of global video games sales spanning from 1980 to 2020 across three international markets using Excel pivot tables and charts. Evaluated genre popularity, competitor performance, and regional trends which uncovered market shifts and storytelling opportunities from more than 8 billion units sold worldwide.

Movie Rental Analysis

Analyzed rental and customer data across 550 records spanning 15 global markets and 10 movie genres using SQL and Tableau. Identified behavior patterns and revenue concentration exceeding \$32K, uncovering genre and regional trends that supported the company's strategic shift to streaming.

Grocery Shopping Cart Analysis

Analyzed customer purchasing behavior across multiple datasets using Python (pandas), joining over 3 million grocery orders with demographic profiles to uncover segmentation opportunities. Visualized trends with matplotlib and Tableau, identifying peak shopping hours, loyalty patterns, and product preferences across 21 departments thereby informing targeted marketing strategies for 15 + customer profiles.

EXPERIENCE

Health Advocacy & Personal Hiatus

October 2022 - Current

Navigated complex healthcare systems during breast cancer diagnosis, surgery, and treatment. Advocated for comprehensive coverage and gained firsthand insight into systemic inequities in women's healthcare access.

The Coffee Bean & Tea Leaf, Camarillo, CA — Category Manager

September 2021 - October 2022

Directed procurement and inventory analysis for 200+ products nationwide, coordinating cross-functional rollouts requiring stakeholder alignment and compliance.

REEF Technology, Miami, Florida – Category Manager

November 2020 to September 2021

Led cross-functional packaging strategy and execution for 10 kitchen brands, coordinating 40 custom packaging orders in six months across multiple U.S. markets.

The Cheesecake Factory, Incorporated, Calabasas, CA – Buyer/Sustainability Sourcing Specialist

March 2014 to May 2020

Led sustainability and sourcing initiatives at The Cheesecake Factory, launching composting programs across 60 restaurants and eliminating over 500K lbs. of plastic through packaging redesign. Delivered \$400K in verified savings via strategic procurement, supporting national rollouts and brand growth.

SKILLS

Python
SQL
Tableau
Asana
Research & Analysis
Project Management
Program Development & Implementation

CERTIFICATE

CareerFoundry
Data Analytics (Nov 2025)

EDUCATION

Bachelor of Arts, Communications
California State University,
Northridge, 1995

Associate of Arts, Liberal Arts
Palomar Community College, 1991