BUSINESS ANALYST

Summary

Business analyst with 4+ years experience and demonstrated ability in data analysis and insight generation using statistical programming, SQL, and analytics and visualization tools.

Skills

Computer: R, SQL, Python, Java, MS Office

Web: Salesforce, comScore, Google Analytics, Tableau, Localytics, Doubleclick for Publishers, Quantcast

Experience

Business Analyst

February 2016 to Current Ockham ¼ Lucerne , CA

- Compiled data from multiple sources into dashboards to deliver comprehensive business and product metrics on Google Play and YouTube music services
- Created presentations for external partners showing performance metrics and analyses, growth trends, and case studies of product features to showcase opportunities for content promotion
- Developed scalable methods for insight discovery and answered ad-hoc data requests for use in partner meetings and PR stories
- Collaborated with engineers and analysts to utilize new sources of data, perform quality assurance, and share findings with executives

Sales /Marketing Analyst

July 2013 to February 2016 SoundHound ¼ City , STATE

- Designed and implemented user engagement campaigns and conducted A/B tests for continuous optimization
- Developed method for quickly identifying and analyzing trends in app usage; discovered causes behind anomalies that led to opportunities for increased ad revenue
- Obtained greater volume of meaningful data for sales and marketing teams by writing scripts to expedite data collection and analysis
- Became primary contact for data requests due to expertise using a variety of analytics tools and ability to work in liaison with data team; built reputation for accuracy, quick turnaround, and coherent presentation
- Identified key insights and advantages from reports on SoundHound demographic behavior to prepare sales team for client meetings

Certifications - Coursera.com

Johns Hopkins University

- R Programming (completed 12/17/2014)
- Statistical Inference (completed 1/6/2015)
- Regression Models (completed 3/4/2015)
- Exploratory Data Analysis (completed 2/1/2015)

Other Projects

Sacred Heart Community Service - Salesforce Analyst (volunteer)Â

- Wrote R script to summarize 600,000+ rows Salesforce data documenting all family visits 2013 through 2016
- Condensed into monthly/yearly insights on frequency of visits, usage of services, unique families served, and return rate and lifetime of families
- Data used to help SHCS managers make decisions on allocation of resources and better understand needs of families served

Education

Bachelor of Science : Commerce , 2013 Santa Clara University ¼ City , State

Major: Marketing

Minors: Operation Management and Information Systems, Communication

Coursework: Statistics & Data Analysis, Structured Programming, Object-Oriented Programming, Database Management Systems