

Isabella Ford

Senior Data Analyst

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Professional Summary

Senior Data Analyst with over 10 years of experience leading data analysis efforts, building analytical frameworks, and translating complex data into strategic insights for C-level decision-making.

Skills

Advanced SQL, Python (pandas, matplotlib, seaborn), Power BI, Tableau, Executive Reporting, Statistical Modeling, Predictive Analytics, ETL Collaboration, Stakeholder Engagement, KPI Frameworks, A/B Testing

Experience

Senior Data Analyst - Horizon Metrics (2018 - Present)

- Delivered strategic dashboards and ad hoc analysis to executive leadership.
- Built forecasting models and advised on market trends and customer churn.
- Mentored analysts and standardized dashboarding practices across teams.

Lead Data Analyst - InsightScope Inc. (2012 - 2018)

- Led cross-functional analysis projects that drove operational efficiency.
- Integrated data from CRM, ERP, and marketing platforms for holistic analytics.

Education

M.S. in Business Analytics, University of Southern California, 2012