**Andrew Peterson**

**Data Analyst**

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**PROFESSIONAL EXPERIENCE**



Resume Worded, New York, NY 2020 – Present

**Data Analyst (Revenue Team)**

* Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x and decreased drop off rate by 30%
* Cut projected time for data analysis by one week by developing reusable ETL components using Pentaho Kettle
* Designed merchandising strategies for grocery retailers based on regression analysis identifying key store attributes to increase traffc and conversion; resulted in a 25% sales lift
* Identifed changes to assortment, distribution, and marketing using fnancial and behavioral analysis that enabled an upmarket fashion company to better target their customers, resulting in $1M growth

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| Growthsi, San Diego, CA | 2016 – 2020 |

**Operations Analyst**

* Led the transition to a paperless practice by implementing an electronic booking system and a faster, safer and more accurate business system; reduced cost of labor by 30% and offce overhead by 10%
* Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 35% and margin 12%
* Coached 30 summer interns and launched a mentorship program for new joiners in the Berlin offce

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| Rofocus, New York, NY | 2012 – 2016 |

**Junior Marketing Analyst**

* Designed, executed, and optimized digital marketing campaign on Google AdWords; led to 20% increase in ROI
* Managed redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time
* Bullet points should be in format [Action Verb] [Accomplishment] [Metric]
* **Tip to jobseeker:** Bullet points should be in format [Action Verb] [Accomplishment] [Metric]; e.g. Developed x that led to y% improvement

**EDUCATION**



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| Resume Worded University**,** San Francisco, CA | 2012 |

**Bachelor of Business Management, Minor in Data Analytics**

* Awards: Resume Worded Teaching Fellow (only 5 awarded to class), Dean’s List 2012 (Top 10%)
* Completed one-year study abroad with Singapore University

**SKILLS & OTHER**



Skills: Automation, MATLAB, Python, Scikit-learn, Tableau, Google Sheets, Metabase

Personal project: Aggregated, cleansed and combined data from 10+ public data sources to create a Tableau dashboard of infation rates over the past 10 years (January 2021)