





FARAH MARTIN

DATA ANALYST

CONTACT

farahmartin@email.com 
(123) 456-7890 
Brooklyn, NY 
[LinkedIn](#) 

EDUCATION

B.S.
Mathematics and
Economics
University of Pittsburgh
September 2010 - April 2014
Pittsburgh, PA

SKILLS

SQL
Excel/ Google Sheets
A/B Testing &
Experimentation
Tableau
Python (Pandas, Scikit-learn)
Google Analytics
Leadership Experience

WORK EXPERIENCE

Data Analyst

Fountain House

May 2018 - current / New York, NY

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
- Designed and implemented A/B experiments for products to improve the conversion rate by 19 basis points and reduce churn by 12 basis points
- Implemented long-term pricing experiment that improved customer value by 25%
- Built operational reporting in Tableau to find areas of improvement for contractors resulting in \$250K in annual incremental revenue
- Led a team of 2 full-time employees and 4 contractors

Data Analyst

Wavely

August 2016 - May 2018 / New York, NY

- Partnered directly with the executive team as the first data hire to formulate and report on KPIs across their web properties that received 225M visitors annually using SQL and Google Sheets
- Built a logistic regression model to help the SEO team decide which keywords to target, resulting in a 15% lift in YoY site visitors in 2018
- Collaborated with product managers to perform cohort analysis that identified an opportunity to reduce pricing by 22% for a segment of users to boost yearly revenue by \$730K
- Developed root cause reports to address problems with customer conversions, successfully revealing insights that boosted conversions by 32%

Product Modeling Analyst

Geico

August 2014 - August 2016 / Washington D.C.

- Developed and owned reporting for a nationwide retention program with Python, SQL, and Excel, saving ~90 hours of monthly labor
- Identified procedural areas of improvement through customer data, using SQL to help improve the profitability of a nationwide retention program by 8%
- Applied models and data to understand and predict repair costs for vehicles on the market, and presented findings to stakeholders