





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

DEREK SOTO

Data Analyst

✉ dereksoto@email.com

☎ (123) 456-7890

📍 Northbrook, IL

🌐 LinkedIn

EDUCATION

B.S.

Computer Science

University of Illinois

📅 August 2017 - May 2021

📍 Champaign, IL

🎓 GPA: 3.7

RELEVANT COURSES

Intermediate programming

Probability & Statistics

Linear Algebra

Applied Econometrics

Game Theory

Calculus 1-3

SKILLS

Programming: SQL, Python
(Pandas, scikit-learn)

A/B testing and
experimentation

Modeling: Linear and logistic
regressions

Data Visualization: Excel,
Google Sheets, Matplotlib,
Tableau

CAREER OBJECTIVE

Prospective data analyst who strives to pose and answer questions with quantitative-driven insights. Through development of personal projects and a valuable internship, I have learned the importance of having an iterative, hypothesis-oriented approach to analysis. I am eager to leverage that approach at Acme Corp as a data analyst.

WORK EXPERIENCE

Market Insights Intern

Barilla

📅 May 2020 - May 2021 📍 Northbrook, IL

- Worked with 4 interns to conduct attitude study, which led current buyers to purchase products 13% more frequently
- Built data visualizations using SQL and Tableau for business KPIs that reduced manual reporting by 9 hours weekly
- Received, cleaned, and prepped data from client using Python, SQL, and Excel to help data scientists build marketing mix models that lifted ROI by 4 basis points
- Created calculator with Excel and SQL for a client to help prioritize a project roadmap by changing inputs like customer LTV, conversion rate, and organic traffic
- Collaborated with and garnered feedback from product managers and analysts, and documented user data
- Determined strategic marketing opportunity for client through analysis, delineating savings of \$12K in annual campaign budget
- Contributed to reports on product development and design

PROJECTS

Entertainment Engine

- Built enhanced entertainment recommendation using k-nearest-neighbors in scikit-learn after aggregating data from Rotten Tomatoes.
- Built visualizations in Tableau to show how ratings changed over time and how model was performing
- Saved 15+ minutes on entertainment selections relative to previous methodology

Winning Fantasy Football

- Compiled and prepped 7 years of NFL fantasy football projection data from 5 independent sources in MySQL database, winning 73% more games
- Created a random forest model in scikit-learn that combined the disparate sources into one projection that outperformed the mean absolute error of the next best projection by 19%

CYMBER MOORE

SQL Data Analyst

✉ cymbermoore@email.com

☎ (123) 456-7890

📍 Brooklyn, NY

🌐 [LinkedIn](#)

WORK EXPERIENCE

SQL Data Analyst

Newsela

📅 May 2018 - current 📍 New York, NY

- Worked across marketing and product business units to build out the reporting infrastructure in Tableau from ground up
- Created interactive cohort analysis report in Tableau Server for the product team with global filters and parameters that helped improve monthly retention by 17% for a specific target
- Automated processing of billions of rows of data from Redshift and Postgres to improve real-time reporting of product metrics, saving the company \$273K yearly in reduced downtime
- Used stored procedures, triggers, and views to provide structured data to business units by combining millions of rows of data from 19 disparate data sources

SQL Data Analyst

Mint

📅 August 2016 - May 2018 📍 New York, NY

- Built forecasting using parameters, trend lines, and reference lines that were reported to Wall Street for quarterly earnings reports, saving 60 hours of manual work each quarter
- Automated a report for the sales team using filters, parameters, and calculated sets that automatically qualified sales leads, improving conversion rate by 17%
- Implemented security guidelines by using user filters and row-level security, reducing private data exposure by 73%
- Presented presentations concerning ad-hoc research and findings from disparate sources to upper-level management

Business Intelligence Intern

KPMG

📅 August 2014 - August 2016 📍 Washington D.C.

- Worked with clients to understand business needs and translate those needs into actionable reports in Tableau, saving 16 hours of manual work each week
- Utilized C++ to process large streaming datasets, and improved ingestion and processing speed of that data by 85%
- Built basic ETL that ingested transactional and event data from a web app with 10,000 daily active users that saved over \$85K annually in external vendor costs
- Formed hypotheses, and tested ideas to determine viability of operation outcomes

EDUCATION

B.S.

Statistics

Rutgers University

📅 September 2010 - April 2014

📍 New Brunswick, NJ

SKILLS

Tableau Desktop, Tableau Server

SQL (Postgres, Redshift, MySQL)

PL/SQL

Triggers, stored procedures, views

MS Excel