

# DATA REPORTING ANALYST

## Data Reporting Analyst

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CA

### SUMMARY

Experienced Data Reporting Analyst with 6 years of expertise in delivering actionable insights and driving data-driven decision-making. Skilled in automating reporting processes, defining KPIs, and maintaining data quality. Proficient in SQL, business intelligence tools, and Tableau. Strong track record of generating comprehensive reports and visualizations. Committed to leveraging data to enhance business outcomes.

### EXPERIENCE

#### Data Reporting Analyst

##### Facebook

2020 - 2021 CA

- Generated and delivered comprehensive data reports to support decision-making for advertising campaigns, resulting in a 20% increase in campaign effectiveness and a 15% reduction in customer acquisition costs.
- Developed automated reporting processes using SQL and business intelligence tools, reducing report generation time by 50% and improving efficiency.
- Conducted data analysis to identify trends and insights, presenting findings to stakeholders and driving data-driven marketing strategies.
- Collaborated with cross-functional teams to define key performance indicators (KPIs) and track progress towards business goals, contributing to a 25% increase in revenue from ad placements.
- Implemented data quality checks and validation processes, ensuring accuracy and integrity of reporting data, leading to a 10% improvement in data reliability.
- Created interactive dashboards and visualizations using Tableau, enabling stakeholders to monitor campaign performance and make informed decisions in real-time.
- Led data-driven experiments to optimize ad targeting and messaging, resulting in a 30% increase in click-through rates and a 20% improvement in conversion rates.
- Managed and maintained data repositories, ensuring data availability and accessibility for reporting and analysis purposes.

#### Data Analyst

##### YouTube

2016 - 2018 CA

- Analyzed user engagement data for a user base of 2 billion monthly active users, identifying patterns and trends to optimize content recommendations and increase user satisfaction.
- Developed and implemented data-driven strategies to improve video performance, resulting in a 10% increase in average watch time and a 15% decrease in video abandonment rate.
- Conducted A/B tests on video thumbnails and titles, leading to a 20% uplift in click-through rates and a 25% increase in video views.
- Collaborated with product teams to define key performance indicators (KPIs) and track progress towards business goals, contributing to a 30% increase in revenue from ad placements.
- Utilized SQL and Python to extract and manipulate large-scale datasets, reducing data processing time by 40% and improving overall efficiency.
- Created interactive dashboards and data visualizations using Tableau, enabling stakeholders to gain actionable insights for data-driven decision-making.

### STRENGTHS



#### Problem Solving

Advanced problem-solving skills for analyzing complex business processes and technologies to make sound recommendations.



#### Data Profiling

Successfully generated accurate data profiling reports for identifying and mitigating potential risks.

### SKILLS

SQL

Data Management

Data Warehouses

Data Governance

Data Quality Technology

Financial Services

Regulation Awareness

## EDUCATION

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Bachelor of Science in Computer Science

University of California, Davis

📅 2012 - 2016    📍 CA