

ENTRY-LEVEL DATA ANALYST

Data Analyst

📞 963 555-3876 @ name@example.com 🔗 LinkedIn/Portfolio

SUMMARY

Entry-level data analyst with a passion for using data to solve business problems. Proven ability to collect, analyze, and interpret data to identify trends and opportunities. Strong communication and presentation skills.

EXPERIENCE

ENTRY-LEVEL DATA ANALYST

2017 - 2021

LinkedIn

San Francisco CA

- Conducted data analysis and reporting for a user base of over 750 million members, extracting insights to drive business growth and inform product development decisions.
- Assisted in the development and maintenance of 30+ automated reports and dashboards using SQL, Python, and Excel, improving data accessibility and streamlining reporting processes.
- Collaborated with senior analysts to perform in-depth customer segmentation analysis, resulting in a 10% increase in personalized marketing campaigns and improvement in customer engagement.
- Conducted A/B tests on website features and analyzed results, leading to a 20% increase in conversion rates and a 25% decrease in bounce rates.
- Assisted in the development of machine learning models for predictive analytics, achieving a 85% accuracy rate and enhancing data-driven decision-making.

Data Analyst Intern

2015 - 2017

Uber

San Francisco CA

- Assisted in analyzing and interpreting large-scale datasets, providing valuable insights to support data-driven decision-making for a user base of millions of riders and drivers.
- Conducted comprehensive market research and performed data modeling, identifying key growth opportunities that resulted in a 10% increase in user acquisition and a 15% decrease in churn rate.
- Assisted in the development and maintenance of 15+ automated reports and interactive dashboards using SQL, Python, and Tableau, enabling stakeholders to access real-time performance metrics and monitor key business KPIs.
- Collaborated with cross-functional teams to design and execute A/B tests, driving a 20% improvement in conversion rates and a 25% increase in average order value.
- Conducted thorough cohort analysis, uncovering user behavior patterns and optimizing user engagement strategies, leading to a 12% increase in user retention.
- Assisted in the implementation of predictive modeling techniques to forecast demand and supply, resulting in a 10% reduction in driver wait times and enhanced customer satisfaction.
- Provided data-driven recommendations for pricing strategies, promotional campaigns, and driver incentives, contributing to a 15% increase in revenue per trip.

SKILLS

Angular · angular js · angular.js ·
CICS · cis · Cisco · CSS ·
Debugging · Disaster Recovery ·
EXCEL · html5 · Javascript ·
jQuery · Linux · Microsoft Excel ·
MySQL · Powershell ·
Relational Databases · SAS ·
Shell Script · SQL · SQL Server ·
Visual Studio

EDUCATION

Bachelor's in Management Information Systems

University of California, Berkeley

2011 - 2015