

# ENTRY-LEVEL DATA ANALYST

## Data Analyst

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## 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

### LinkedIn

San Francisco CA

#### ENTRY-LEVEL DATA ANALYST

2017 - 2021

- 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.

### Uber

San Francisco CA

#### Data Analyst Intern

2015 - 2017

- 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 • angularJS • 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

### University of California, Berkeley

Bachelor's in Management Information Systems

2011 - 2015