EXCEL DATA ANALYST

STRENGTHS

⚑ **Data Analysis**

Strong numerical and analytical abilities, experienced in manipulating and digesting high volumes of data.

⚐ **Multi-tasking**

Skilled at juggling multiple assignments in a calm manner, able to act as a gatekeeper ensuring business processes are adhered to.

SKILLS

Advanced Excel · PowerBI ·

Data analysis · Business analysis ·

KPI dashboard development ·

Value-added dashboard creation

Excel Data Analyst

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SUMMARY

Experienced Excel Data Analyst with 6 years of expertise in data analysis, reporting, and visualization. Proficient in advanced Excel functions, data cleansing, and modeling. Strong track record of extracting actionable insights and creating interactive dashboards. Detail-oriented and analytical thinker, committed to delivering accurate data analysis. Effective collaborator and problem solver.

EXPERIENCE

Business Analyst
Netflix

2018 - 2022
Hatton Cross, UK

- Analyzed viewership data for a user base of 200 million subscribers, identifying patterns and trends to optimize content recommendations and drive user engagement.   Resulted in a 15% increase in average watch time and a 10% decrease in customer churn rate.
- Conducted extensive market research and competitor analysis to identify new opportunities and develop data-driven strategies.   Led to the successful launch of two new original series, achieving a combined viewership of 50 million in the first month.
- Implemented a data-driven approach to measure and improve customer satisfaction, resulting in a 20% increase in Net Promoter Score (NPS).
- Developed forecasting models to predict subscriber growth and revenue projections, enabling accurate resource planning and contributing to a 25% increase in subscription revenue.
- Utilized SQL and data visualization tools to create interactive dashboards and reports, providing stakeholders with real-time insights into content performance and audience demographics.
- Led pricing analysis projects to optimize subscription plans and pricing tiers, resulting in a 10% increase in average revenue per user (ARPU).

Business Data Analyst
Shopify

2016 - 2018
London, UK

- Analyzed data to identify trends and opportunities to improve business performance
- Developed reports and dashboards to communicate findings to stakeholders
- Collaborated with product and engineering teams to improve products and services
  Accomplishments
- Identified a trend of increasing customer engagement with Shopify's platform, leading to a 15% increase in active merchants.
- Developed a dashboard that helped identify areas for improvement in the platform's search functionality, leading to a 20% increase in search accuracy.
- Collaborated with the engineering team to implement a new feature that improved the platform's security, leading to a 95% reduction in security incidents.

EDUCATION

Bachelor of Science in Statistics
University of Bristol

2013 - 2017