

Charlotte Turner

Data Analyst

|  | Contact (123) 456-7890  email@example.com  LinkedIn | Portfolio  City, State Abbreviation zip code |  | Profile Meticulous data analyst with over eight years of experience in e-commerce and online retail. Skilled in analyzing website data, customer behavior, and sales patterns. Track record of driving online sales through data-driven optimization and collaboration. Leverages tools like Google Analytics, Python, and Tableau and translates complex data findings into actionable strategies. |
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|  | EducationMaster of Science (M.S.) Data Analytics• September 2011 – June 2013Central Michigan University, Mount Pleasant, MIBachelor of Science (B.S.) Mathematics • September 2006 – June 2010University of Michigan,  Ann Arbor, MIKey Skills Customer behavior analysis  Market segmentation  Predictive modeling  Presentation and communication  Python, AdWords, SQL, Excel  Sales forecasting  Statistical modeling |  | Professional ExperienceData Analyst • March 20XX—presentMaggie’s Fashion • Orlando, FL  * Developed a real-time dashboard for monitoring website traffic and user behavior, leading to a 13% boost in online engagement and $300,000 in additional revenue * Created a recommendation engine for cross-selling and upselling products * Utilized web analytics tools, such as Google Analytics and Adobe Analytics, to gain insight into KPIs for a 20% improvement in the online shopping experience * Conducted in-depth social media sentiment analysis to gauge customer satisfaction and feedback  Data Analyst • November 2015 – April 2018Variety Apparel Co. • Tampa, FL  * Carried out A/B tests for e-commerce platforms to increase conversion rates by 12% * Utilized advanced clustering techniques to segment the customer base and tailor marketing campaigns * Collaborated with the merchandising team to identify underperforming product categories and implemented pricing and assortment adjustments, resulting in a 9% revenue increase * Leveraged customer purchase history and market trends to optimize recommendations  **Certifications**   * Certified Data Analyst (CDA), IABAC, 2013 * Tableau Desktop Specialist, 2014 |