

Charlotte Turner

Data Analyst

|  | Contact(123) 456-7890email@example.comLinkedIn | PortfolioCity, State Abbreviation zip code |  | ProfileMeticulous 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 SkillsCustomer behavior analysisMarket segmentationPredictive modelingPresentation and communicationPython, AdWords, SQL, ExcelSales forecastingStatistical 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
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