

CHARLOTTE TURNER

DATA ANALYST

CONTACT

(123) 456-7890
email@example.com
LinkedIn | Portfolio
City, State Abbreviation zip code

EDUCATION

MASTER OF SCIENCE (M.S.) DATA
ANALYTICS • SEPTEMBER 2011 – JUNE
2013

Central Michigan University, Mount
Pleasant, MI

BACHELOR OF SCIENCE (B.S.)
MATHEMATICS • SEPTEMBER 2006 – JUNE
2010

University of Michigan,
Ann Arbor, MI

KEY SKILLS

Customer behavior analysis
Market segmentation
Predictive modeling
Presentation and communication
Python, AdWords, SQL, Excel
Sales forecasting
Statistical modeling

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.

PROFESSIONAL EXPERIENCE

DATA ANALYST • MARCH 20XX – PRESENT

Maggie'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 2018

Variety 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