

# AMY ROBERTS

DATA ANALYST

## CONTACT

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

## EDUCATION

MASTER OF SCIENCE (M.S.) IN DATA  
ANALYTICS • JUNE 2024

Central Michigan University, Mount  
Pleasant, MI

BACHELOR OF SCIENCE (B.S.)  
MATHEMATICS • JUNE 2016

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 six 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 to translate complex data findings into actionable strategies.

## PROFESSIONAL EXPERIENCE

DATA ANALYST • MARCH 2021 – 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 Google Analytics and Adobe Analytics to gain insight into key performance indicators for a 20% improvement in the online experience
- Conducted in-depth social media sentiment analysis to gauge customer satisfaction and feedback

DATA ANALYST • NOVEMBER 2018 – APRIL 2021

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, International Association of Business Analytics Certification, 2017