Raheem Richardson

Data Analyst

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.

CONTACT INFORMATION

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

KEY SKILLS

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

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**

PROFESSIONAL EXPERIENCE

DATA ANALYST | MAGGIE'S FASHION, ORLANDO, FL | MARCH 2021 – PRESENT

- 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
- Conduct in-depth social media sentiment analysis to gauge customer satisfaction and feedback

DATA ANALYST | VARIETY APPAREL CO., TAMPA, FL | NOVEMBER 2018 – APRIL 2021

- 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