



# Olivia Martinez

Product Data Analyst

## CONTACT INFORMATION



(123) 654-9870



email@example.com



Portfolio



City, ST

## KEY SKILLS

- A/B testing
- Customer segmentation
- Product performance analysis
- Python programming
- SQL

## EDUCATION

**Bachelor of Science (B.S.) Data Science** | May 2020  
University of Analytics | City, ST

## ABOUT ME

Product data analyst with three years of experience analyzing user behavior and product performance metrics to drive product development decisions. Skilled in SQL, Python, and Tableau, with expertise in customer segmentation and A/B testing. Passionate about enhancing user experiences through data insights.

## PROFESSIONAL EXPERIENCE

### Product Data Analyst

TechNow, City, ST | July 2021 to present

- Conducted A/B testing to evaluate product feature changes, resulting in a 10% increase in user retention
- Build dashboards to visualize product KPIs, improving cross-team understanding of performance metrics
- Analyze customer segmentation data to inform product design decisions

### Data Analyst Intern

InnovateTech, City, ST | June 2020 to June 2021

- Performed data cleaning and preparation for analysis on product usage datasets
- Assisted in developing predictive models to forecast user behavior
- Prepared reports highlighting trends in user engagement and satisfaction