



CHARLOTTE TURNER

DATA ANALYST

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 | Maggie's Fashion, Orlando, FL

MARCH 20XX—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 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 | Variety Apparel Co, Tampa, FL

NOVEMBER 2015 – APRIL 2018

- 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

CONTACT



(123) 456-7890



email@example.com



City, State Abbreviation Zip



LinkedIn | Portfolio

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.) DATA ANALYTICS
Central Michigan University, Mount Pleasant, MI | SEPTEMBER 2011 – JUNE 2013
- Bachelor of Science in MATHEMATICS
University of Michigan, Ann Arbor, MI | SEPTEMBER 2006 – JUNE 2010