JANE DOE

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PROFESSIONAL SUMMARY

Data analyst with 4 years turning messy operational and customer data into SQL models, dashboards, and recurring decision reports. Strong in stakeholder intake, metric definitions, and clear recommendations for non-technical teams.

SKILLS

Analytics: SQL, Excel, cohort analysis, KPI design, forecasting, data validation
BI & Data Tools: Tableau, Power BI, Looker-style dashboards, dbt basics, CSV/API data pulls
Business Domains: revenue reporting, customer operations, marketing funnel analysis, process improvement

EXPERIENCE

Operations Technology Company
Data Analyst Apr 2022 - Present

- Rebuilt weekly revenue dashboard from manual spreadsheets into governed SQL tables and Tableau views, cutting reporting time from 6 hours to 45 minutes.
- Defined activation, retention, and support-response KPIs with product and customer teams, resolving metric conflicts that had produced three competing executive reports.
- Identified workflow bottleneck affecting 18% of enterprise onboarding tasks and recommended routing changes that reduced median completion time by 2.4 days.

Regional Services Company
Operations Analyst Jun 2020 - Mar 2022

- Analyzed staffing, volume, and SLA data across 12 locations to create weekly coverage forecast used by field managers.
- Audited 220,000 transaction records for duplicate and missing values, improving billing accuracy before month-end close.

SELECTED PROJECTS

Customer Retention Cohort Analysis
- Built SQL cohort model and dashboard showing retention by acquisition channel, plan type, and onboarding completion; surfaced a 9-point gap tied to setup delays.

Data Quality Rules Library
- Defined validation checks for duplicate accounts, missing owner fields, and stale lifecycle stages, reducing recurring manual cleanup before monthly reporting.

EDUCATION

Public University, Bachelor of Science in Business Analytics May 2020
Continuing coursework: intermediate SQL, dashboard design, and statistics for business decisions