[Full Name]

[City, State] | [email@example.com] | [Phone Number] | [LinkedIn URL] | [Portfolio or GitHub URL]

PROFESSIONAL SUMMARY

[Detail-oriented] **[Data Analyst]** with [X+] years of experience transforming raw data into actionable business insights across [industry/domain, e.g., e-commerce, finance, operations]. Proven track record in **[SQL, Python, and BI tools]** to design dashboards, optimize KPIs, and support data-driven decision-making. Adept at partnering with cross-functional stakeholders to define metrics, validate hypotheses, and deliver clear, concise analyses. Strong communicator skilled in simplifying complex data for non-technical audiences and driving measurable improvements in [revenue, efficiency, or customer experience].

EXPERIENCE

[Data Analyst] | [Company Name]
[Month YYYY] – [Present] | [City, State]

- Designed and maintained [interactive dashboards] in [Power BI/Tableau/Looker], consolidating data from [CRM, web analytics, and financial systems], which reduced manual reporting time by [~40%] and enabled leadership to monitor [core KPIs] in real time.
- Developed and optimized complex **[SQL]** queries and [ETL scripts in Python] to clean, join, and validate datasets of [X+ million rows], improving data accuracy and report refresh performance by [Y%].
- Partnered with [Marketing/Product/Operations] teams to analyze [campaign performance/user behavior/operational efficiency], delivering insights that led to a [Z% increase in conversion rate] and [measurable cost savings or process improvements].

[Junior Data Analyst] | [Previous Company Name]
[Month YYYY] – [Month YYYY] | [City, State]

- Built recurring reports and ad-hoc analyses using **[Excel/Google Sheets, SQL, and visualization tools]** to track [sales performance, customer retention, or operational SLAs], enabling managers to quickly identify trends and anomalies.
- Implemented data quality checks and standardized reporting templates, reducing inconsistencies in metrics definitions across teams and increasing stakeholder confidence in the data.
- Supported senior analysts by gathering requirements, documenting business logic, and preparing presentation-ready charts and narratives for [weekly/monthly] executive reviews.

EDUCATION

[Bachelor of Science in Data Analytics] | [University Name]
[Month YYYY] – [Month YYYY] | [City, State]

- Relevant coursework: [Statistics], [Data Mining], [Database Management], [Machine Learning], [Business Intelligence].
- Capstone: Analyzed [dataset/topic, e.g., customer churn or demand forecasting] using [Python/R] and presented recommendations that demonstrated [X% predictive accuracy or key business insights].

[Data Analytics Certificate] (Optional) | [Institute / Online Platform]
[Month YYYY] – [Month YYYY]

- Completed hands-on projects in [SQL, Python, data visualization, and dashboard design] using [Tableau/Power BI] and real-world datasets.

SKILLS

Technical: [SQL], [Python (pandas, NumPy, matplotlib/seaborn)], [R (optional)], [Excel/Google Sheets (pivot tables, advanced formulas)], [Power BI/Tableau/Looker], [ETL / Data Cleaning], [Relational Databases (MySQL, PostgreSQL, SQL Server)].

Analytical & Business: [Exploratory Data Analysis], [A/B Testing & Experimentation], [KPI Definition & Tracking], [Requirements Gathering], [Data Storytelling], [Dashboard Design & Reporting], [Stakeholder Communication], [Problem-Solving & Critical Thinking].

PROJECTS

[Sales Performance Analytics Dashboard] | [Personal / Portfolio Project]
[Month YYYY] – [Month YYYY]

- Built an end-to-end data pipeline using [Python and SQL] to ingest, clean, and aggregate [transaction-level sales data] from multiple CSV files into a [relational database].
- Developed an interactive dashboard in [Tableau/Power BI] showing [revenue, margin, regional performance, and product mix], enabling users to filter by [time period, region, and product category].
- Identified underperforming segments and simulated the impact of pricing and discount changes, providing recommendations that would yield an estimated [X% improvement in profit] under modeled assumptions.

[Customer Churn Analysis] | [Academic / Personal Project]
[Month YYYY] – [Month YYYY]

- Analyzed [telecom/subscription] customer data using [Python (pandas, scikit-learn)] to explore churn drivers such as [tenure, usage patterns, and contract type].
- Engineered features and evaluated classification models (e.g., [logistic regression, random forest]) achieving [X% accuracy / AUC] on a held-out test set.
- Presented findings in a concise report and slide deck, highlighting key risk factors and recommending targeted retention strategies for high-risk customer segments.