

SUMMARY

Trained data analyst with a strong background in the data science field. Analytical skill stack features Python, Tableau and multiple SQL variants and platforms. Recently completed several robust business-relevant projects studying customer churn, stock prices and online retail revenue. Served as an in-home care provider while working multiple jobs during college. Actively seeking a data analyst role with a dynamic company to apply analytical skills and contribute to data-driven decision-making.

SKILLS

DATABASE: SQL, MySQL, SQLite, PostgreSQL, Google BigQuery

CODING: Python, NumPy, Pandas, Matplotlib, Seaborn

BUSINESS INTELLIGENCE: Tableau, Excel

TECHNIQUES: Data Visualization, Statistical Analysis, Data Mining, Data Wrangling, ETL

PROJECTS

Customer Churn Analysis

- Investigated root causes for customer churn, determined churn rate is, and outlined recommended business strategies. Used Tableau to create multiple data visualizations in order to drive data-enabled solutions.
- Found that inactive customers on an international plan have a churn rate of 71.2%, while active customers without an international plan have a churn rate of 40.3%.
- From these insights, recommended contacting inactive clients with an international plan and convincing them to downgrade in order to lower their charges and improve customer satisfaction.

Online Sports Retail Revenue

- Analyzed a sports database using SQL and Jupyter notebook containing 5 tables that include product data such as pricing, reviews, descriptions, ratings, revenue, and website traffic.
- Determined that Adidas items generate 27% more total revenue than Nike.
- Identified a strong positive correlation of 0.651 between the revenue and reviews of a product.

Stock Market Investment Returns

- Implemented Pandas to analyze and compare the profitability and risk of different investments, using Facebook and Amazon stock data and the S&P 500.
- The S&P 500's max stock return was 2.5% for the year 2016.
- Amazon's max stock return was 9.5% while Facebook's was 15%.

EDUCATION

University of Maryland, College Park

Aug. 2019 to May 2023

Bachelor of Science, Information Science

Data Science Concentration

EMPLOYMENT

Lyft
Rideshare Driver

Jan. 2019 to Current
Hyattsville, MD

In-Home Care Provider
Primary caretaker for sick father

Dec. 2018 to Feb. 2023
Hyattsville, MD

Marshall's
Sales Representative

Dec. 2016 to June 2019
College Park, MD