[Firstname Surname]

Location | LinkedIn | Email | Number

5+ Years in Data Analytics | Expertise in SQL, Python and Tableau |

Proven Record in Optimisation and A/B Testing

WORK EXPERIENCE

Tesco PLC | London, UK
Data Analyst | May 2023 – Present

- Conducted A/B testing on promotional campaigns, identifying key factors influencing customer behavior and increasing revenue by £1.5M annually.
- Optimised online checkout processes using data-driven insights, achieving a 35% reduction in abandonment rates.
- Developed dashboards in Tableau to track key performance indicators across product categories, improving decision-making efficiency for senior management.
- Collaborated with marketing and merchandising teams to analyse customer feedback and implemented targeted improvements, increasing customer satisfaction scores by 12%.

BT Group | Birmingham, UK
Product Data Analyst | Jan 2020 – May 2023

- Automated customer churn reporting using Python, reducing manual effort by 8 hours per week and enabling proactive retention strategies.
- Conducted detailed cohort analysis of broadband users, leading to a 15% increase in customer retention through tailored offers.
- Designed and implemented A/B tests for mobile plan pricing strategies, boosting adoption of premium plans by 18%.

Barclays | Manchester, UK
Data Coordinator | Feb 2018 – Jan 2020

- Improved the accuracy of financial reporting by integrating SQL-based systems, reducing errors by 25%.
- Streamlined resource allocation across branches using Tableau dashboards, reducing operational costs by 10%.
- Conducted competitive analysis and presented insights that informed new product launches, contributing to a 22% increase in market share for personal loans.

BBC | London, UK
Junior Data Analyst | Mar 2017 – Feb 2018

- Analysed audience engagement metrics using Google Analytics, driving a 15% increase in viewer retention for digital platforms.
- Collaborated with editorial teams to identify key content trends, resulting in a 10% improvement in on-demand streaming figures.
- Conducted market research and presented actionable insights that led to the introduction of new viewer-focused features, saving £25K in operational costs.

EDUCATION

University of Manchester | Manchester, UK
Bachelor of Science in Business Analytics | 2016

SKILLS

- **Tools**: SQL, Tableau, Power BI, Python, Google Analytics, Zapier, Notion, Slack
- **Analysis**: A/B Testing, Statistical Modeling, Data Visualization, Market Research
- **Methodologies**: Agile, Lean, Data-Driven Decision Making

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INTERESTS
Data Science, Technology Trends, Content Creation, Fitness