







# Olivia Martinez

## Product Data Analyst

Product data analyst with three years of experience analyzing user behavior and product performance metrics to drive product development decisions. Skilled in SQL, Python, and Tableau, with expertise in customer segmentation and A/B testing. Passionate about enhancing user experiences through data insights.

## CONTACT

-  (123) 456-7890
-  email@example.com
-  Portfolio
-  City, ST

## KEY SKILLS

- A/B testing
- Customer segmentation
- Product performance analysis
- Python programming
- SQL

## PROFESSIONAL EXPERIENCE

**Product Data Analyst** | TechNow, City, ST  
July 2021 - Present

- Conducted A/B testing to evaluate product feature changes, resulting in a 10% increase in user retention
- Build dashboards to visualize product KPIs, improving cross-team understanding of performance metrics
- Analyze customer segmentation data to inform product design decisions

**Data Analyst Intern** | InnovateTech, City, ST  
June 2020 - June 2021

- Performed data cleaning and preparation for analysis on product usage datasets
- Assisted in developing predictive models to forecast user behavior
- Prepared reports highlighting trends in user engagement and satisfaction

## EDUCATION

**Bachelor of Science (B.S.) Data Science**  
University of Analytics, City, ST | May 2020