

# Raheem Richardson

## Mid-Level Data Analyst

Meticulous data analyst with over six years of experience in e-commerce and online retail. Skilled in analyzing website data, customer behavior, and sales patterns. Track record of driving online sales through data-driven optimization and collaboration. Leverages tools like Google Analytics, Python, and Tableau to translate complex data findings into actionable strategies.

### CONTACT

 (123) 456-7890

 raheemrichardson@example.com

 LinkedIn | Portfolio

 City, State Abbreviation  
zip code

### KEY SKILLS

- Customer behavior analysis
- Market segmentation
- Predictive modeling
- Presentation and communication
- Python, AdWords, SQL, Excel
- Sales forecasting
- Statistical modeling

### PROFESSIONAL EXPERIENCE

**DATA ANALYST | MAGGIE'S FASHION, ORLANDO, FL**  
MARCH 2021 – PRESENT

- Developed a real-time dashboard for monitoring website traffic and user behavior, leading to a 13% boost in online engagement and \$300,000 in additional revenue
- Created a recommendation engine for cross-selling and upselling products
- Utilized Google Analytics and Adobe Analytics to gain insight into key performance indicators for a 20% improvement in the online experience
- Conduct in-depth social media sentiment analysis to gauge customer satisfaction and feedback

**DATA ANALYST | VARIETY APPAREL CO., TAMPA, FL**  
NOVEMBER 2018 – APRIL 2021

- Carried out A/B tests for e-commerce platforms to increase conversion rates by 12%
- Utilized advanced clustering techniques to segment the customer base and tailor marketing campaigns
- Collaborated with the merchandising team to identify underperforming product categories and implemented pricing and assortment adjustments, resulting in a 9% revenue increase
- Leveraged customer purchase history and market trends to optimize recommendations

### EDUCATION

- Bachelor of Science (B.S.) Mathematics  
University of Michigan, Ann Arbor, MI | June 2016

### CERTIFICATIONS

- Certified Data Analyst - International Association of Business Analytics Certification, May 2017