

EJ

Emma Johnson

Customer Data Analyst

Customer data analyst with four years of experience analyzing customer behavior to improve retention and satisfaction. Skilled in SQL, Python, and Tableau for segmenting audiences, analyzing trends, and creating dashboards. Passionate about enhancing customer experiences through data-driven insights.

CONTACT



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email@example.com



Portfolio



San Jose, CA 95101

EDUCATION

- Bachelor of Science (B.S.)
Business Analytics

Business University, City, ST | May
2018

KEY SKILLS

- Customer segmentation
- Data visualization
- Python programming
- SQL querying
- Trend analysis

PROFESSIONAL EXPERIENCE

Customer Data Analyst | HappyCustomer Inc., City, ST
August 2019

- Conducted customer segmentation analysis, leading to a 15% increase in targeted marketing effectiveness
- Build dashboards in Tableau to visualize customer journey data for cross-functional teams
- Analyzed trends in customer churn to develop retention strategies, reducing churn by 20%

Data Analyst Intern | CustomerFirst Solutions, City, ST
June 2018 - July 2019

- Supported analysis of survey data to measure customer satisfaction levels
- Used SQL to query and analyze large customer datasets, ensuring data accuracy
- Prepared presentations for executives to inform decisions on customer service improvements