



Charlotte Price

MARKET RESEARCH DATA SCIENTIST

Market research data scientist with four years of experience translating consumer data into actionable product insights. Skilled in survey design, clustering, and conjoint analysis.

CONTACT



(123) 456-7890



youremail@example.com



LinkedIn | Portfolio



City, ST 12345

PROFESSIONAL EXPERIENCE

Data Scientist | ConsumerInsights, City, ST | February 2019 – Present

- Designed clustering models to segment customers, informing product positioning and raising market share by 5%
- Conducted conjoint analyses for pricing strategy, optimizing price points to increase revenue by 8%
- Automated survey-data cleaning and analysis in R, saving 12 hours per project

Research Analyst, | TrendFinders, City, ST | July 2017 – January 2019

- Developed dashboards tracking consumer sentiment across 10 product categories
- Managed survey deployment and collected 50K+ responses

EDUCATION

M.S. in Market Research

Research University, City, ST | May 2017

B.S. in Psychology

University College, City, ST | May 2015

CERTIFICATIONS

- Professional Researcher Certification (PRC), January 2018