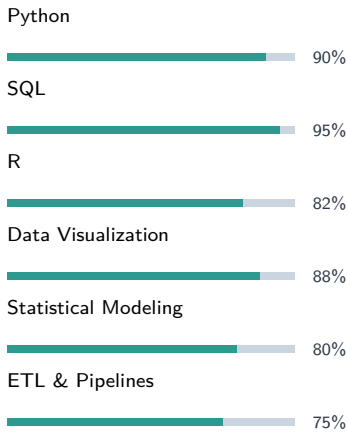


Maya Chen

Data Analyst

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TECHNICAL SKILLS



CORE COMPETENCIES

A/B Testing · Dashboard Development · Predictive Modeling · Data Storytelling · Hypothesis Testing · Regression Analysis · Data Mining · Report Automation

EDUCATION

B.S. Statistics & Data Science

Ridgeline University
Berkeley, CA · 2015–2019
GPA: 3.7/4.0 · Dean's List

LANGUAGES

English (Native) · Spanish (Professional)

CERTIFICATIONS

Advanced Analytics Professional
Statistical Modeling Specialist
Data Visualization Expert

PROFESSIONAL SUMMARY

Results-driven Data Analyst with 5+ years of experience transforming complex datasets into actionable business intelligence. Proven track record of building predictive models, designing automated reporting systems, and driving data-informed decision-making across cross-functional teams. Adept at uncovering patterns in large-scale data that translate directly to measurable business outcomes.

PROFESSIONAL EXPERIENCE

Senior Data Analyst

Jun 2022 – Present

Vertex Analytics, San Francisco, CA

- Led analysis of customer behavior across 5M+ records, identifying key churn indicators that reduced involuntary attrition by 14% and saved \$2.3M annually
- Developed and deployed a machine learning churn prediction model using ensemble methods, achieving 87% classification accuracy in production
- Designed 8 executive dashboards consolidating 12 disparate data sources, reducing C-suite reporting time by 25 hours per week
- Mentored a team of 3 junior analysts, establishing best practices for query optimization and reproducible analysis workflows

Data Analyst

Mar 2020 – May 2022

Nimbus Technologies, Seattle, WA

- Built automated ETL pipelines processing 2TB of daily transaction data, reducing data latency from 6 hours to 45 minutes and enabling real-time operational analytics
- Conducted A/B testing for 15+ product features, delivering statistical analyses that informed \$4.8M in product development investment decisions
- Created a self-service analytics portal serving 200+ internal stakeholders, decreasing ad-hoc data request volume by 60%

Junior Data Analyst

Jul 2019 – Feb 2020

Meridian Group, Portland, OR

- Analyzed marketing campaign performance across email, social, and paid channels, identifying \$1.2M in annual optimization opportunities
- Developed standardized reporting templates that improved month-end close process efficiency by 35%

KEY PROJECTS

Customer Segmentation Engine

Vertex Analytics

- Applied k-means clustering and RFM analysis to segment 2M+ customers into 6 behavioral cohorts, enabling targeted retention campaigns that increased lifetime value by 19%

Revenue Forecasting System

Nimbus Technologies

- Engineered a time-series forecasting pipeline integrating SARIMA models with external market indicators, achieving $\pm 4\%$ quarterly revenue prediction accuracy