

# Sophia Bennett

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## SUMMARY

Data analyst with over 6 years in customer experience and market research within finance and insurance sectors. Skilled in both qualitative and quantitative analysis, tools like Tableau, Power BI, and Excel yielded actionable insights that drive performance. Developed detailed analytics plans aligning stakeholder needs with customer feedback, boosting service delivery and satisfaction. Communication strengths shine through visually engaging reports that translate complex data into comprehensible narratives. Eager to continue this work, turning analytical findings into strategic recommendations for impactful customer engagement.

## EXPERIENCE

### Customer Experience Data Analyst

January 2021 - Present

Insightful Analytics Solutions

Chicago, IL

Contributed critically to customer experience transformation efforts within the organization by employing advanced analytics techniques.

Responsibilities included synthesizing user-facing feedback from multiple sources to yield real-time insights, enhancing overall decision-making processes.

- Conducted in-depth analyses of customer feedback, identifying trends and sentiments driving strategic improvements.
- Developed interactive dashboards using Tableau and Power BI, empowering cross-functional teams with essential customer experience metrics.
- Translated comprehensive data sets into meaningful insights, directly influencing the engagement strategies with both customers and brokers.
- Collaborated closely with diverse teams to ensure effective usage of customer insight data, integrating it seamlessly into operational frameworks.

### Market Research Analyst

June 2018 - December 2020

Data Insights Group

Chicago, IL

Utilized data-driven methodologies to support and enhance marketing strategies across various initiatives, contributing significantly to area growth during tenure.

- Analyzed unstructured data from channels supporting sentiment analysis while improving customer experience campaigns.
- Presented findings to senior leadership for informed strategic decisions on ongoing projects.
- Designed and maintained dynamic reporting systems aimed at increasing visibility into critical customer satisfaction parameters.
- Worked collaboratively with a team to construct actionable research deliverables based on customer needs.

## LEADERSHIP & AWARDS

- Employee of the Month - January 2022
- Best Team Project Award - Q3 2019

## EDUCATION

### Bachelor's Degree in Business Analytics

2017

University of Illinois at Chicago GPA: 3.8

Chicago, IL

**Coursework:** Data Visualization, Statistical Analysis, Market Research, Business Intelligence

## CERTIFICATIONS

- Certified Business Analysis Professional (CBAP) 📅 2020
- Tableau Desktop Specialist 📅 2022

## TECHNICAL SKILLS

- **Data Visualization Tools:** Tableau, Power BI, QlikView
- **Statistical Software:** R, Python, SPSS
- **Reporting Applications:** Microsoft Excel, Google Sheets
- **Database Management:** SQL, NoSQL, Oracle
- **Analytics Technologies:** Google Analytics, Adobe Analytics
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Research Methods:** Qualitative, Quantitative, Mixed-methods
- **Project Management Tools:** Trello, Asana, JIRA
- **Programming Languages:** Python, R, SQL
- **Business Intelligence Suites:** SAS, IBM Cognos, SAP BusinessObjects

## SKILLS

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- Data Analysis
- Customer Experience Analytics
- Tableau
- Power BI
- Excel
- QlikView
- Text Analytics
- Market Research
- Statistical Modeling
- Report Generation
- Sentiment Analysis
- KPI Development
- Visitor Tracking
- Trend Identification
- UX Metrics
- Data Interpretation

## PROFESSIONAL AFFILIATIONS

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- Member, Society for Data Science Professionals
- Volunteer, Local Food Pantry Datakind

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST