

Sophia Martinez

Lead Data Science Analyst

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SUMMARY

Data Science professional with over 5 years of experience specializing in analytics for credit risk and marketing optimization. Proficient in SQL, Python, and Tableau, focusing on data-driven decision-making and business problem-solving. Known for delivering actionable insights through effective reporting and dashboard development. Collaborates with cross-functional teams, aligning business strategies with data insights. Dedicated to continuous improvement and leveraging advanced analytics to enhance operational efficiency.

EXPERIENCE

Lead Data Analyst

Data Solutions Group 📅 June 2021 - Present 📍 Chicago, IL

Oversee analytical projects enhancing marketing strategies and risk assessment, demonstrating strong leadership skills. Direct machine learning algorithm development for improved customer segmentation and targeting while maintaining rigorous quality standards.

- Collaborate with senior management to execute analytical projects focused on optimizing marketing strategies and risk assessment.
- Develop and implement machine learning algorithms for customer segmentation, significantly improving targeting accuracy.
- Create and maintain comprehensive dashboards and reports in Tableau to track key performance metrics and inform executive decisions.
- Serve as a subject matter expert in statistical analysis, leading training sessions for junior analysts on best practices.
- Streamline reporting processes, reducing report generation time by 30% through automation techniques.

Data Analyst

Analytics Inc. 📅 March 2019 - May 2021 📍 Chicago, IL

Implemented data solutions addressing client needs and optimizing performance. Cultivated skills by collaborating widely across departments for innovative problem resolution while collecting requirements effectively.

- Assisted in the development of optimization models to improve operational efficiency across various departments.
- Conducted in-depth analyses of marketing campaign performance, providing insights that contributed to a 15% increase in ROI.
- Collaborated with business units to gather requirements and deliver analytical solutions tailored to their needs.
- Presented findings to stakeholders succinctly, ensuring that strategic insights were both actionable and empathetic to user experiences.

LEADERSHIP & AWARDS

- Recognition Award for Excellence in Data Innovations at Data Solutions Group in 2023.
- Employee of the Year at Analytics Inc. in 2020.

EDUCATION

Bachelor's Degree in Analytics

University of Illinois at Chicago 🎓 GPA: 3.8 📅 2018 📍 Chicago, IL

Coursework: Data Analysis, Statistical Modeling, Machine Learning, Data Visualization

CERTIFICATIONS

- Certified Data Scientist 📅 2021
- Tableau Desktop Specialist 📅 2022

TECHNICAL SKILLS

- **SQL:** Database Management
- **Python:** Programming Language
- **Tableau:** Data Visualization Tool
- **Data Mining:** Techniques for Information Extraction
- **Visualization Techniques:** Graphical Representation Methodologies
- **Machine Learning Techniques:** Mathematical Models and Algorithms
- **Statistical Methods:** Quantitative Analysis Techniques
- **Data Integration Tools:** Systems for Combining Data Sources
- **Data Quality Assurance:** Ensuring Data Accuracy
- **Agile Methodologies:** Iterative Development Process

SKILLS

- SQL
- Python
- Tableau
- Statistical Analysis
- Machine Learning
- Data Visualization
- Performance Metrics
- Cross-Functional Collaboration
- Risk Assessment
- Customer Segmentation
- Optimization
- Reporting
- Dashboard Development
- Predictive Modeling
- Data Integration
- Project Management

PROFESSIONAL AFFILIATIONS

- Member of the American Statistical Association since 2019.
- Active participant in local data analytics meetups fostering collaborative learning.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST