



# Sophia Martinez

## Sales Data Analyst

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### SUMMARY

Enthusiastic Sales Data Analyst with over 5 years' experience in sales analytics and operations. Expertise lies in translating complex customer behavior into actionable strategies that drive revenue in manufacturing environments. Advanced skills in tools like Tableau and Excel enable effective data visualization for insightful decision-making. Proven track record of enhancing sales performance through careful evaluation of promotions and pricing tactics. Experience collaborating with cross-functional teams ensures strategic alignment with business goals, supporting territory planning initiatives and operational improvements. Eager to contribute to a forward-thinking team devoted to innovation and excellence.

### STRENGTHS

- Analytical Insight**  
Expertly translate complex datasets into actionable insights that drive strategic decision-making.
- Cross-functional Collaboration**  
Foster strong relationships across teams, ensuring goals align and projects achieve success.
- Influential Communication**  
Effectively communicate findings and data insights to non-technical stakeholders for informed decisions.
- Strategic Planning**  
Develop structured plans integrating analytics with long-term sales strategies to optimize results.
- Detail-oriented Approach**  
Meticulously ensure data integrity, improving trust in analytical outcomes and reports.

### SKILLS

Sales Analytics Tableau Excel

Business Intelligence

Data Validation Territory Planning

Forecasting Market Analysis

Performance Metrics

Data Visualization

Dashboard Development

Customer Insights

Compensation Modeling

### EXPERIENCE

#### Sales Data Analyst

Insightful Analytics Solutions 📅 January 2021 - Present 📍 Lake Zurich, IL

Responsible for analyzing sales data and understanding customer behavior to identify trends and enhance company revenues. Create actionable reports with insights on market dynamics and sales strategies. Collaborate closely with sales leadership to assess pricing strategies and promotional effectiveness, directly impacting organizational profitability.

- Analyze sales data and customer behavior to uncover trends driving revenue growth.
- Build and maintain interactive dashboards in Tableau, providing real-time insights.
- Collaborate with sales leadership in evaluating pricing strategies and promoting effectiveness, resulting in significant ROI improvements.
- Conduct territory modeling to optimize sales distributions, refining channel performance.

#### Sales Operations Analyst

Prior Company Name 📅 June 2018 - December 2020 📍 Round Lake, IL

Supported various facets of sales operations, focusing on data-driven forecasting and performance analysis. Facilitated robust reporting systems while streamlining communication among stakeholders. Played key roles in compensation modeling initiatives that motivated sales personnel and enhanced productivity.

- Conduct analytical support for sales forecasting and performance analyses to inform strategic decisions.
- Create and present detailed performance reports using Excel and PowerPoint for senior management.
- Assist in the implementation of compensation models designed to boost team morale and productivity.
- Provide consistent updates and recommendations based on rigorous analysis of sales processes.

### LEADERSHIP & AWARDS

- Employee of the Month Award for Outstanding Performance, June 2022
- Certified Tableau Desktop Specialist, released internship opportunities for peers.

### EDUCATION

#### B.S. Business Analytics

University of Illinois at Chicago 🎓 GPA: 3.7 📅 2018 📍 Chicago, IL

**Coursework:** Data Mining, Statistical Analysis, Business Intelligence, Predictive Modeling

### CERTIFICATIONS

- Tableau Desktop Specialist 📅 2020
- Advanced Excel Certification 📅 2021

## Promotional Analysis

Channel Optimization Reporting

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● Sales Data Analyst at  
Insightful Analytics Solutions  
(5.3 Years)

● Sales Operations Analyst at  
Prior Company Name (2.5 Years)

## TECHNICAL SKILLS

- **Data Analysis Tools:** Excel, Tableau, SQL
- **Business Intelligence Tools:** Power BI, Looker, Qlik Sense
- **Statistical Analysis Software:** R, SPSS, Python
- **Project Management Platforms:** Trello, Asana, JIRA
- **Presentation Tools:** PowerPoint, Prezi, Google Slides
- **CRM Systems:** Salesforce, HubSpot, Zoho CRM
- **Query Languages:** SQL, PLSQL, NoSQL
- **Data Cleaning Tools:** OpenRefine, Alteryx, Talend
- **Scripting Languages:** Python, R, Bash
- **Collaboration Tools:** Slack, Teams, Zoom

## PROFESSIONAL AFFILIATIONS

- Member of National Society of Professional Engineers since 2021
- Active participant in local analytics meetup group, sharing insights and networking.

## ADDITIONAL INFORMATION

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

## REFERENCES

AVAILABLE ON REQUEST