**[Full Name]**  
[City, Country] • [Phone] • [Email] • [LinkedIn/Portfolio]

**Professional Summary**  
Analytical and detail-oriented Data Analyst with 1.5 years of experience in market research and data visualization. Skilled in SQL, Excel, and Power BI — enabling data-driven insights that supported a 12% revenue growth in retail campaigns.

**Technical Skills**

* Data Analysis: SQL, Excel (VLOOKUP, Pivot Tables)
* Visualization: Power BI, Tableau, Matplotlib
* Programming: Python (Pandas, NumPy)
* Statistical Analysis & Reporting
* Dashboard Design & Stakeholder Communication

**Professional Experience**

**Data Analyst, [Company Name], [City]**  
*Jan 2023 – Present*

* Analyzed customer segments and churn using SQL and Python, decreasing churn by 10%.
* Designed Power BI dashboards for weekly KPI reporting, improving stakeholder engagement.
* Supported A/B tests and pricing analyses for a 12% increase in ROI.

**Research Intern, [Company Name], [City]**  
*Jul 2022 – Dec 2022*

* Cleaned and visualized survey data in Excel and Tableau.
* Reported market research insights influencing a new customer loyalty program.

**Education**  
BSc, Data Science – [University Name], [Year]

**Certifications**  
Microsoft Certified: Data Analyst Associate  
Google Data Analytics Professional Certificate