

CHELSEA COPELAND

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DATA ANALYST SUMMARY

- Creative Data Analyst with 5+ years of experience and a proven track record of analyzing complex data sets, identifying insights, and developing strategies
- Developed a customer segmentation strategy that resulted in a 5% increase in sales performance, resulting in \$500,000 in additional revenue at Southwest Corporation.
- Managed multiple research projects at Texas Tech University, including data collection, cleaning and analysis, and resulting in a 25% reduction in data processing time.
- Published three peer-reviewed articles on statistical analysis in top-tier journals with an average impact factor of 4.0

WORK EXPERIENCE

Data Analyst

April 2019 - Present

Breeze Allen Hamilton

- Developed data models and created reports that resulted in a 25% reduction in customer churn
- Analyzed data from multiple sources to identify the most effective marketing channels, resulting in a 15% increase in customer acquisition
- Collaborated with cross-functional teams to identify and resolve data inconsistencies, resulting in a 10% improvement in data accuracy

Data Analyst Intern

April 2018 - April 2019

Southwest Corporation

- Conducted data analysis and visualization on sales data that led to a 10% increase in sales performance, resulting in \$500,000 in additional revenue
- Developed a customer segmentation strategy that resulted in a 5% increase in customer retention, saving the company \$200,000 in customer acquisition costs
- Worked with senior analysts to improve data management processes, resulting in a 20% reduction in data processing time and a 15% improvement in data accuracy, which streamlined operations and improved decision-making

Research Assistant

September 2016 - April 2018

Texas Tech University

- Conducted research on large data sets and performed statistical analyses that resulted in the publication of three peer-reviewed articles with an average impact factor of 4.0
- Managed multiple research projects, which included data collection, cleaning, and analysis, resulting in a 25% reduction in data processing time and a 10% increase in research productivity
- Assisted in the creation of an online database that allowed for easy access to research findings, resulting in a 15% increase in the number of citations for the research papers published by the department
- Contributed to the development of new research projects by conducting a thorough analysis of relevant data, which led to the successful funding of two new research projects with a total grant amount of \$200,000.

EDUCATION

Bachelor's in Statistics

August 2016 - May 2020

Texas Tech University

High School Diploma

August 2012 - May 2016

Highland Park High School

SKILLS

Data Modeling

Statistical Analysis

Detail-oriented

Problem-Solving

Communication

Collaboration