

Ada Portman

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Motivated, teamwork-oriented, and responsible data analyst with significant experience in increasing comprehension of reports and presentations by the average professional. Highly motivated with professional certification in business analytics and statistics.

PROFESSIONAL EXPERIENCE

Data Epicenters, Rochester, NY 2020 – Present

Data Analyst (Marketing Team)

- Analyzed data from 80,000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 3x and decreased drop off rate by 25%
- Cut projected time for data analysis by one week by developing reusable ETL components using Pentaho Kettle
- Designed promotion strategies for electronics retailers based on regression analysis identifying key retail attributes to increase traffic and conversion; resulted in a 30% sales lift
- Identified changes to distribution, assortment, and advertising using financial and behavioral analysis that enabled an upmarket soft goods company to better target their customers, resulting in \$2M growth

Solaris Concepts, Fresno, CA 2016 – 2020

Operations Analyst

- Led the transition to a paperless practice by implementing an electronic ticketing system and a faster, safer and more accurate commercial system; reduced cost of labor by 25% and office overhead by 10%
- Spearheaded a major pricing restructure by redirecting focus on consumer willingness to pay instead of product cost; implemented a three-tiered pricing model which increased average sale 27% and margin 17%
- Coached 30 summer interns and launched a mentorship program for new joiners in the Seattle office

EDUCATION

Northwestern University, Evanston, IL 2012

Bachelor of Business Management, Minor in Data Analytics

- Awards: Wildcat Teaching Fellow (only 5 awarded to class), Dean's List 2012 (Top 10%)
- Completed one-year study abroad with Chulalongkorn University

SKILLS & PLATFORMS

Skills: SQL, MATLAB, Python, Scikit-learn, Tableau, Google Sheets, Metabase

Personal project: Aggregated, cleansed, and combined data from 10+ public data sources to create a Tableau dashboard of inflation rates over the past 10 years (January 2021)

