Laura Bennett

Data Analyst

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SUMMARY

Data analyst with 4 years of experience in e-commerce and banking, working mainly in SQL, Tableau, Power BI and Excel. Built the weekly revenue dashboards used by 35 managers, and an abandonment analysis that lifted completed orders by 7%. Known for clear metric definitions and plain-language findings.

EXPERIENCE

Data Analyst — Oakhaven Home Goods

Columbus, OH · Jan 2023 – Present

- Wrote the SQL and built the Tableau dashboards behind the weekly revenue review, used by 35 managers across sales, marketing and operations.
- Analyzed 14 months of checkout data and traced 40% of cart abandonment to surprise shipping costs; the fix lifted completed orders by 7%.
- Replaced 9 manual Excel reports with automated Power BI reports refreshed daily, saving the finance team 12 hours a week.
- Agreed 25 core metric definitions with marketing and finance, so every dashboard counts an active customer the same way.

Junior Data Analyst — Riverbend Community Bank

Columbus, OH · Jun 2021 – Dec 2022

- Built Excel and SQL models tracking loan application drop-off at 4 branches, which led to a shorter online form.
- Cleaned and merged 3 customer databases into one table of 180,000 members, removing 12,000 duplicates.
- Produced monthly KPI reports for the executive team in Power BI and PowerPoint.

SKILLS

Analysis: SQL (joins, window functions, CTEs), Excel (pivot tables, XLOOKUP, Power Query), Python (pandas)

Visualization: Tableau, Power BI, Looker Studio

Data: Snowflake, PostgreSQL, Google Analytics 4, dbt (basic)

Business: KPI definition, A/B test analysis, stakeholder reporting

CERTIFICATIONS

Google Data Analytics Certificate, 2021

EDUCATION

B.S. Business Analytics, Ohio State University, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.