

Dezerae Mcholland

Data Analyst

Profile

Details

dezerae.mcholland@gmail.com

(921) 221-9434

Seattle, WA

As a Data Analyst with over 1 year of experience, I have leveraged my background in quantitative analysis and problem solving to drive business decisions. I have a deep understanding of data reporting and analysis, leveraging a combination of SQL, Excel, and Tableau. I have used my data-driven insights to optimize customer segmentation, increase revenue streams, and improve forecasting accuracy. Additionally, I have developed and implemented automated data pipelines to enhance data accuracy and reliability. My passion for data and problem solving has enabled me to develop effective strategies to improve organizational efficiency and profitability.

Employment History

Senior Data Analyst at Amazon, WA

Dec 2022 - Present

- Developed an automated customer segmentation tool which reduced manual workload by 30%, resulting in a 25% increase in productivity and customer insights.
- Led a team of 3 analysts to design and implement a predictive modeling system, which enabled Amazon to accurately forecast customer demand and optimize inventory levels. This resulted in a 20% decrease in lost sales due to out-of-stock products.
- Implemented an AI-based customer segmentation system which improved customer retention by 10%, resulting in a 5% increase in revenue for Amazon.

Data Analyst at Microsoft, WA

Aug 2022 - Oct 2022

- Developed a new data analysis and visualization model which enhanced the accuracy of Microsoft's revenue forecasting by 12%, leading to an increase in overall revenue by \$20M.
 - Developed a predictive analytics model which improved customer segmentation by 17%, resulting in more targeted marketing campaigns and an increase in customer retention by 8%.
 - Created a database architecture which automated the data collection process, reducing the time required for data analysis by 20%, allowing for more efficient decision making.
-

Education

Bachelor of Science in Data Analytics at Seattle University, WA

Aug 2017 - May 2022

Relevant Coursework: Algorithms, Data Structures, Database Design and Management, Machine Learning, Data Mining, Statistical Analysis and Modelling, Visualization and Reporting.

Links

[linkedin.com/in/dezeraemcholland](https://www.linkedin.com/in/dezeraemcholland)