

Naudia Sabiston

Product Analyst

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☎ (186) 206-8449

📍 123 Maple Street, Burlington, VT 05401

EDUCATION

Bachelor of Science in Business Analytics at University of Vermont, Burlington, VT

Sep 2018 - May 2022

Relevant Coursework: Statistics, Data Analysis, Data Visualization, Predictive Modeling, Machine Learning, Database Management, Operations Research, Decision Analysis, Marketing Analytics, and Project Management.

LINKS

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

SKILLS

SQL

Python

Tableau

PowerBI

R programming

Google Analytics

A/B testing

LANGUAGES

English

Portuguese

HOBBIES

Data visualization and storytelling

PROFILE

Results-driven Product Analyst with 1 year of experience in leveraging data-driven insights to optimize product performance and enhance user experience. Adept at conducting in-depth market research, identifying trends, and generating actionable recommendations. Proficient in utilizing analytical tools and collaborating with cross-functional teams to achieve business objectives. Committed to continuous learning and professional development in a fast-paced environment.

EMPLOYMENT HISTORY

● Senior Product Analyst at DealerPolicy, VT

May 2023 - Present

- Developed and implemented a new data-driven product strategy that increased overall sales by 25% within the first year, resulting in a revenue growth of \$2 million for DealerPolicy.
- Streamlined the product analysis process by designing and introducing advanced analytical tools, which led to a 40% reduction in time spent on data analysis and a 15% improvement in overall team efficiency.
- Identified and addressed critical market gaps through comprehensive research, resulting in the successful launch of two new insurance products that generated over \$1 million in additional annual revenue for the company.
- Led a cross-functional team in a major product revamp, improving user experience and increasing customer satisfaction rates by 35%, directly contributing to a 20% increase in customer retention.

● Product Analyst at Burton Snowboards, VT

Jul 2022 - Mar 2023

- Developed a new product forecasting model that increased accuracy by 25% and reduced stockouts by 40%, leading to a 10% increase in annual sales revenue.
- Conducted a comprehensive analysis of the competitive landscape, identifying key market trends and growth opportunities, which led to a strategic shift in product positioning and a 15% increase in market share.
- Streamlined the product development process by implementing data-driven decision-making, resulting in a 20% reduction in time-to-market for new products and a 12% decrease in overall product costs.
- Led a cross-functional team to successfully launch a new line of environmentally sustainable snowboards, generating \$1.5 million in sales within the first year and garnering recognition as an industry leader in eco-friendly products.

CERTIFICATES

Certified Product Manager (CPM)

Feb 2022

Tableau Desktop Specialist Certification

Jan 2021