

Awa Whelan

Retail Analyst

Profile

Detail-oriented Retail Analyst with 1 year of experience in leveraging data-driven insights to drive sales, optimize inventory, and improve overall retail performance. Adept at utilizing key performance indicators, conducting market research, and analyzing sales trends to enhance business strategies. Strong problem-solving and communication skills, with a proven ability to collaborate with cross-functional teams for maximum efficiency and profitability.

Employment History

Senior Retail Analyst at Macy's, NV

Mar 2023 - Present

- Improved sales forecasting accuracy by 15%, resulting in a reduction of overstock inventory by 20% and saving the company \$1.5 million in holding costs annually.
- Developed and implemented a new merchandise allocation strategy for seasonal products, leading to a 10% increase in sell-through rate and generating an additional \$2 million in revenue during the holiday season.
- Conducted a comprehensive analysis of customer purchase patterns, identifying key growth opportunities that led to the successful expansion of the store's private label offerings and increased private label sales by 25%, contributing to a \$3 million increase in annual revenue.

Retail Analyst at Walmart, NV

Jul 2022 - Feb 2023

- Successfully increased sales by 15% in the fiscal year 2019-2020 by implementing data-driven merchandising strategies and optimizing product assortments for Walmart stores across Nevada.
- Streamlined inventory management processes, resulting in a 25% reduction in excess stock and a 10% improvement in overall stock turnover rate during the 2018-2019 financial year.
- Led a cross-functional team to develop a customer segmentation model, which contributed to a 20% increase in targeted marketing efficiency and a 12% boost in customer satisfaction scores in 2019.
- Identified opportunities for cost savings and implemented strategic pricing initiatives, leading to a 5% reduction in markdowns and an 8% increase in gross margin for the Nevada region in the fiscal year 2020-2021.

Education

Bachelor of Business Administration in Retail Management at University of Nevada, Las Vegas

Aug 2018 - May 2022

Relevant Coursework: Retail Operations, Merchandising Strategies, Marketing Management, Supply Chain Management, Business Analytics,

Details

awa.whelan@gmail.com

(238) 234-9467

1234 Silver Lane, Las Vegas, NV 89109

Links

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

Skills

Excel proficiency

Tableau expertise

SQL knowledge

Power BI mastery

Python programming

Google Analytics

SPSS understanding

Languages

English

Indonesian

Hobbies

Collecting vintage advertisements

Homebrewing craft beer

Attending local art exhibitions