

Marceline Fritsche

Customer Insights Analyst

Details

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Profile

As a Customer Insights Analyst with over two years of experience, I effectively utilized my strong analytical and problem-solving skills to derive actionable insights from diverse data sources. I was adept at creating and managing customer-focused reporting and dashboards, which enabled me to drive data-driven decision-making processes within the organization. My excellent communication and presentation skills allowed me to effectively convey complex data findings to various stakeholders, ensuring that the insights were clearly understood and implemented to improve customer experiences. I consistently demonstrated a strong commitment to understanding customer needs and preferences, which contributed to the success of numerous strategic initiatives and the overall growth of the business.

Employment History

Customer Insights Analyst at Kohl's Corporation, WI

Jan 2023 - Present

- Successfully identified a 15% growth opportunity in customer spending by analyzing customer data and segmenting high-value customers, leading to a targeted marketing campaign that increased overall revenue.
- Streamlined the customer feedback process by implementing a new survey tool, resulting in a 25% increase in response rates and enabling more accurate insights into customer satisfaction levels.
- Collaborated with cross-functional teams to develop a data-driven loyalty program, which led to a 10% increase in customer retention and a 5% boost in average transaction value within six months.
- Conducted detailed analysis on customer demographics and shopping behaviors, leading to the identification of a new market segment with a potential annual revenue of \$2 million.

Associate Customer Insights Analyst at American Family Insurance, WI

Jul 2021 - Dec 2022

- Developed and implemented a customer feedback system that increased response rates by 35%, providing valuable insights to improve products and services.
- Conducted comprehensive data analysis on customer behavior, leading to the identification of key trends and a 20% increase in customer retention rates.
- Streamlined the customer survey process, resulting in a 25% reduction in survey completion time and a 15% increase in overall survey participation.
- Collaborated with cross-functional teams to develop targeted marketing campaigns, resulting in a 10% increase in policy sales and a 5% increase in customer satisfaction scores.