



# JESSA SMITHEN

New York, NY  
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LinkedIn | Portfolio

A dynamic data analyst with five years of experience, specializing in data visualization, statistical modeling, and data analytics. A proven track record of uncovering insights to inform business decisions and drive positive financial results.

## Professional Experience

### Senior Data Analyst

*Morgan Analytics,  
New York, NY | April  
2018 - Present*

- Perform advanced data modeling for a portfolio of client accounts valued at up to \$200,000, design interactive dashboards in Tableau, and identify creative ways to enhance data visualization for stakeholders.
- Lead a team of six data analysts to execute a project for a major client, resulting in an 18% increase in forecasting accuracy and a 14% reduction in inventory costs.
- Build SQL queries for data extraction and analysis to enhance reporting activities.

### Data Analyst

*Brooklyn Data  
Consulting,  
New York, NY | May  
2015 - April 2018*

- Improved data processing times by 25% by optimizing ETL processes and automating data cleaning.
- Analyzed sales data to identify trends, driving a 10% increase in quarterly revenue for a client account valued at \$130,000.

## Key Skills

- A/B testing
- Data visualization
- Machine learning
- Python and R programming
- SQL

## Education

February 2014

**Bachelor of Science in Data Science** University of California, Los Angeles (UCLA), Los Angeles, CA