

Retail data scientist optimizing sales and customer engagement

Experienced retail data scientist with six years of experience in customer analytics, demand forecasting, and pricing optimization. Skilled in Python, SQL, and Tableau.

Professional Experience

Retail Data Scientist

E-Commerce Analytics | New York, NY

May 2020 - Present

- Developed customer segmentation models that increased repeat purchases by 30%
- Built a dynamic pricing algorithm that boosted revenue by 20%
- Conducted A/B tests on promotional strategies, optimizing conversion rates

Data Analyst (Retail Division)

FashionTech Solutions | Los Angeles, CA

July 2017 - April 2020

- Designed a recommendation engine that increased online sales by 25%
- Created sales forecasting models, improving inventory efficiency by 15%
- Built dashboards that provided real-time sales insights for executives

Education

Master of Science in Business Analytics
New York University (NYU), New York, NY | May 2017

Key Skills

Sales forecasting and demand planning



Customer segmentation and personalization



A/B testing and promotional analysis



Dynamic pricing strategies



Market basket analysis

