

# Omar Singh

E-commerce Business Analyst



City, ST 98765  
(123) 456-7890  
email@example.com

Digital analyst optimizing online sales and user flow

Business analyst with 5 years of experience in e-commerce performance tracking, A/B testing, and web analytics. Strong ability to translate customer behavior into actionable business insights.

## Professional Experience

E-commerce business analyst

Lunar Goods | Austin, TX March 2021 - Present

- Increased checkout conversion by 12% by improving page load speed and redesigning mobile UX
- Developed product performance dashboards that influenced \$500K in inventory purchase decisions
- Partnered with the marketing team to test pricing strategies and reduce cart abandonment

Digital marketing analyst

MegaTrend Co. | Austin, TX May 2018 - February 2021

- Analyzed user data from email campaigns and improved open rates by 20% through segmentation
- Managed Google Analytics reports across four e-commerce sites and provided weekly insight reports

## Education

Bachelor of Science in Marketing Analytics

University of Texas at Austin | May 2018

LinkedIn

## Key Skills

A/B testing

Conversion optimization

eCommerce funnels

GA4

Product performance reports

Shopify