

KAYLA MORGAN

Retail Business Analyst

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LinkedIn

Retail strategist focused on profitability and performance

Business analyst with 6 years of experience in retail analytics, merchandise planning, and store performance tracking. Skilled in POS data analysis and sales forecasting.

Professional Experience

Retail business analyst Apex Apparel Co. | Chicago, IL | January 2020 - Present

- Analyzed sales trends across 200+ SKUs, leading to a 10% increase in seasonal profit margins
- Created weekly dashboards for regional managers, reducing out-of-stock issues by 22%
- Supported pricing optimization strategies using competitor and customer behavior data

Merchandise analyst StyleSquare Retail | Chicago, IL | August 2017 - December 2019

- Created monthly reports on sell-through and markdown rates to guide inventory reorders
- Partnered with logistics to improve turnaround on stock replenishment by 15%

Key Skills

- Demand forecasting
- Inventory management
- KPI reporting
- Merchandising strategy
- POS data analysis
- Sales trend tracking

Education

Bachelor of Science in Retail Management DePaul University | May 2017