Alex Morgan

Senior Data Analyst

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SUMMARY

Data analyst with six years in retail and logistics, turning messy operational data into forecasts and dashboards that managers use every week. Strongest in SQL, Python and explaining results to people who don't work with data.

EXPERIENCE

Senior Data Analyst — Mar 2022 – Present

Acme Retail Group · Austin, TX

- Built a weekly demand forecast in Python and SQL that cut stockouts across 140 stores by 18%
- Replaced 30 manual Excel reports with one Tableau dashboard used by 60 store managers
- Designed pricing tests on 12 product lines; the two changes rolled out added $1.2M in yearly margin
- Mentor two junior analysts and run a monthly SQL clinic for the merchandising team

Data Analyst — Jun 2019 – Feb 2022

Globex Logistics · Dallas, TX

- Automated route-cost reporting with SQL and Airflow, saving the finance team 15 hours a week
- Found a carrier billing error worth $340K by reconciling 18 months of invoices, and led its recovery
- Built the first customer churn model, which the account team used to choose which 200 renewals to work first

EDUCATION

B.S., Economics — Aug 2015 – May 2019

State University

SKILLS

SQL, Python (pandas), Tableau, Excel, dbt, Airflow, A/B testing, Forecasting, Stakeholder communication

CERTIFICATIONS

Tableau Desktop Specialist — 2021

Tableau