



Daniel Foster

Contact

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About Me

Data analyst with 13 years of experience translating complex datasets into clear, actionable insights for business leaders. Strong technical foundation in SQL, Python (Pandas, NumPy, Scikit-learn), R, and BI tools (Tableau, Power BI), combined with practical experience in data cleaning, statistical analysis, predictive modeling, and dashboard development.

Skills

- SQL
- Python (Pandas)
- R
- Tableau
- Power BI
- Data Visualization
- Statistical Analysis
- Data Cleaning

Education

- Bachelor of Science in Data Science**
University of California 2013

Experience

- Senior Data Analyst** 2022 - Present
Insight Analytics Group
Lead development of executive-level Tableau dashboards and operational reports. Designed and validated predictive sales models that improved forecasting accuracy by 18%.
- Data Analyst** 2019 - 2022
Horizon Retail Systems
Analyzed customer purchasing and behavioral data to identify revenue opportunities and churn risk.
- Business Data Analyst** 2017 - 2019
Apex Digital Commerce
Performed sales and marketing analysis to guide campaign optimization and pricing decisions. Produced recurring performance reports and ad-hoc analyses for senior management using SQL, R and Tableau.
- Junior Data Analyst** 2015 - 2017
Meridian Tech Solutions
Wrote SQL queries and data extraction scripts to support reporting needs. Assisted in dashboard development (Tableau, Power BI) and maintained Excel models for KPI tracking.
- Data Analyst Intern** 2014 - 2015
Nova Insights Consulting
Supported data preparation and visualization for client engagements. Assisted in building predictive analytics prototypes and prepared statistical summaries and client presentations.
- Research Data Assistant** 2013 - 2014
University Data Lab
Collected, cleaned and documented research datasets; performed statistical analysis using Python and R.

References

Sophia Martinez

Director of Analytics / Insight Analytics Group

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Kevin Brooks

Head of Data Science / Horizon Retail Systems

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Experience Details

Senior Data Analyst

2022 - Present

Insight Analytics Group

Lead development of executive-level Tableau dashboards and operational reports. Designed and validated predictive sales models that improved forecasting accuracy by 18%. Built and maintained SQL-based data pipelines to integrate multiple source systems, ensuring data quality checks and automated refreshes.

Data Analyst

2019 - 2022

Horizon Retail Systems

Analyzed customer purchasing and behavioral data to identify revenue opportunities and churn risk. Developed automated SQL pipelines and scheduled ETL processes that reduced manual reporting time by ~30%. Created Power BI dashboards for store and category performance, supporting weekly stakeholder reviews.

Business Data Analyst

2017 - 2019

Apex Digital Commerce

Performed sales and marketing analysis to guide campaign optimization and pricing decisions. Produced recurring performance reports and ad-hoc analyses for senior management using SQL, R and Tableau. Collaborated with engineering to improve data collection and implemented validation rules to increase reporting accuracy.

Junior Data Analyst

2015 - 2017

Meridian Tech Solutions

Wrote SQL queries and data extraction scripts to support reporting needs. Assisted in dashboard development (Tableau, Power BI) and maintained Excel models for KPI tracking. Performed routine data validation, reconciliation and quality checks to support monthly reporting cycles.

Data Analyst Intern

2014 - 2015

Nova Insights Consulting

Supported data preparation and visualization for client engagements. Assisted in building predictive analytics prototypes and prepared statistical summaries and client presentations. Contributed to data cleaning and transformation processes to ready datasets for modeling.

Research Data Assistant

2013 - 2014

University Data Lab

Collected, cleaned and documented research datasets; performed statistical analysis using Python and R. Prepared reproducible analysis and reports for academic publications and supported data management best practices.