

LAUREN NELSON

*Business Intelligence
Analyst*

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📍 Seattle, WA

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EDUCATION

Bachelor of Science
Informatics

University of Washington

📅 2010 - 2014

📍 Seattle, WA

SKILLS

- Tableau
- Microsoft Power BI
- Amazon Redshift
- Talend
- Erwin Data Modeler
- R
- TensorFlow
- Oracle Database
- Apache Kafka
- Microsoft Teams

CERTIFICATIONS

- Tableau Desktop Specialist

WORK EXPERIENCE

Business Intelligence Analyst

Weyerhaeuser

📅 2020 - current

📍 Seattle, WA

- Led in-depth training sessions for team members, improving Tableau proficiency across the department by 51%.
- Collaborated with cross-functional teams to optimize Amazon Redshift data warehouse, leading to a 63% improvement in query performance.
- Carried out data integration solutions using Talend, which improved data flow efficiency by 86%.
- Worked with the marketing team to develop automated email campaigns that resulted in a **71% increase in customer engagement**.

Business Intelligence Developer

Salesforce

📅 2017 - 2020

📍 Seattle, WA

- Implemented complex data models and reports in Salesforce, improving data accuracy by 43% and enabling more informed customer relationship management.
- Leveraged Erwin Data Modeler to streamline data modeling processes that shrank development time by 77%.
- Conducted advanced statistical analysis using R to uncover insights that contributed to a **12% increase in sales conversion rates**.
- Integrated machine learning models into TensorFlow, leading to a 54% improvement in customer churn prediction accuracy.

Reporting Analyst

Nordstrom

📅 2014 - 2017

📍 Seattle, WA

- Managed and maintained Oracle Database for reporting purposes, **reducing reporting errors by 74%**.
- Executed real-time data streaming solutions with Apache Kafka, which resulted in a 59% reduction in data latency.
- Facilitated team collaboration and communication through Microsoft Teams, improving project coordination and on-time delivery by 51%.
- Enacted data governance policies and procedures, ensuring data quality and compliance with industry standards.