





JON ANDERSON

BUSINESS ANALYST

CONTACT

jonanderson@gmail.com 
(123) 456-7890 
Salt Lake City, UT 
linkedin.com/in/jon-an31 

EDUCATION

B.S.
Mathematics and
Economics
University of Utah
September 2010 - April 2014
Salt Lake City, UT

SKILLS

SQL
Excel/ Google Sheets
Tableau
Python (Pandas, Scikit-learn)
Google Analytics
Leadership Experience

WORK EXPERIENCE

Business Analyst

Utah Transit Authority

May 2018 - current / Salt Lake City, UT

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
- Built operational reporting in Tableau to find areas of improvement for contractors resulting in \$180,000 in annual incremental revenue
- Worked as the liaison between engineering and executives to implement product feature improvements that increased conversion rate by 19 basis points
- Implemented a long-term pricing experiment that improved customer lifetime value by 32%
- Led a team of one full-time employee and three contractors

Business Analyst

Spok

August 2016 - May 2018 / Salt Lake City, UT

- As the first data hire worked directly with the executive team to formulate and report on KPIs across their web properties that achieve 220 million visitors annually using SQL and Google Sheets
- Worked with product managers to perform cohort analysis that identified an opportunity to reduce pricing by 30% for a segment of users to boost yearly revenue by \$815,000
- Built a logistic regression model to help the SEO team decide which keywords to target resulting in a 9% lift in YoY site visitors in 2018

Product Modeling Analyst

Henry Schein

August 2014 - August 2016 / Salt Lake City, UT

- Using Python, SQL, and Excel, developed and owned the reporting for a nationwide retention program, saving ~125 hours of labor each month
- Identified procedural areas of improvement through customer data using SQL to help improve the profitability of a nationwide-retention program by 8%
- Confirmed and endorsed software met objectives and goals using prototypes, demos, and document reviews

- Communicated specs for software modules by writing, evaluating, and updating requirements as needed