Paige Pearson

Data Analyst

Open to Relocation

Tokyo, Japan

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Linkedin Profile

GitHub Profile

pcpearson.com

TOOLS

- MS Excel
- MS PowerPoint
- PostgreSQL
- Python
- Tableau

SKILLS

- Data Cleaning / Wrangling
- Statistical Analysis and Hypothesis Testing
- Integrating and Transforming Data
- Writing Technical Documentation and Reports
- Visualizing Data with Excel, Tableau, and Python
- Querying with SQL
- Presenting and Public Speaking
- Japanese (N3)

SUMMARY

A data analyst with a background in international relations, public speaking, and education. I've always been a person who sees patterns in things, and helping others see and make use of patterns drew me to data analytics. I'm able to use my experience working with people of all backgrounds to tailor the results of my work to whomever is in the room.

DATA ANALYSIS PROJECTS

Examining Influencing Factors of Online Traffic

- Used cluster and regression analysis to find insights into customer behavior and inform upcoming marketing strategies.
- Developed an interactive dashboard on Tableau Public.

Customer Profiling and Sales Pattern Segmentation

- Examined customer purchasing behavior and compared trends to create custom profiles based on various factors.
- Provided a comprehensive report to aid upcoming marketing campaigns.

Optimizing Resource Allocation Based on Demand Forecasts

- Reduced waste and increased efficiency within a staffing agency by tailoring an approach to staffing allocation across different regions.
- Created a dashboard and video presentation to present findings to stakeholders.

WORK EXPERIENCE

Data Analyst

Freelance – Online/Contract 2024 - Current

- Extracted, cleaned, and analyzed datasets using various tools to ensure data accuracy and reliability for business intelligence reporting.
- Works with interdepartmental teams to uncover and implement actionable insights to aid business growth.

Office Manager and Cultural Liaison

Laureate Counseling and Development LLC. - Fairbanks, Alaska 2018-2024

- Tracks and predicts inventory needs while keeping thorough documentation of all stock for a smooth workflow.
- Established and maintains office operations including policies, procedures, scheduling, marketing, and client coordination.

English Instructor

GABA Corporation – Tokyo, Japan 2015-2017

- Collected data and evaluated student level and goals to provide custom lessons with comprehensive notes for continued self-study.
- Conducted specialized lessons in public speaking and presenting for academic and professional purposes.

EDUCATION

Certificate in Data Analytics

CareerFoundry – Berlin, Germany (Remote)

Bachelor of Arts in Linguistics

University of Alaska, Fairbanks, USA