Rachel Beeson

Data Analyst

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[LinkedIn] | [GitHub] | [Tableau Public] | [Portfolio Website]

Professional Summary

Data analyst with 8+ years of analytical experience in accounting and finance, specializing in data-driven insights through hands-on projects in market analysis, environmental analytics, and financial research. Leverage strong pattern recognition and detail-oriented approach to process 1,000+ transactions monthly with 99.9% accuracy while identifying process improvements that reduce errors by 25% and retrieval time by 40%. Skilled in SQL, Tableau, and Excel with expertise in transforming complex datasets into actionable business recommendations. Successfully completed a comprehensive portfolio demonstrating end-to-end analytics capabilities from data collection through strategic insights.

Technical Skills

Programming & Database:
SQL (PostgreSQL), Data Import/Export, Data Cleaning, Data Pipeline Management
Data Visualization: Tableau Public, Dashboard Development, Excel (Pivot Tables, Formulas, Charts)
Data Collection: Web Scraping (Webscraper.io), Data Validation, Cross-functional Collaboration
Statistical Analysis: Trend Analysis, Gap Analysis, Market Segmentation, Hypothesis Testing, Predictive Analytics
Tools & Platforms: DBeaver, Tableau Public, Google Workspace, QuickBooks, Microsoft Office Suite
Business Intelligence: Financial Analysis, Process Optimization, Audit Preparation, Regulatory Compliance

Data Analytics Projects

Market Gap Analysis - Skincare Industry| *Portfolio Project*

Business Problem: Identified untapped product opportunities for skincare companies by analyzing ingredient combinations to avoid oversaturated market segments.

Technical Approach: Web scraped 634 products using Webscraper.io, refined dataset to 343 products for analysis across 60 ingredients and 44 benefits. Created comprehensive database tracking ingredient combinations, market saturation, and formulation compatibility.

Key Results:
- Discovered 10 underrepresented ingredient combinations representing innovation opportunities
- Identified market oversaturation in 11 common formulations, providing competitive differentiation strategy
- Created strategic framework avoiding 85% of oversaturated combinations while leveraging proven effective ingredients
- Delivered actionable product development roadmap with risk mitigation insights
- **Business Impact:** Framework supports market-entry decisions with data-driven approach to product innovation

Skills Demonstrated: Market segmentation, product innovation opportunity analysis, competitive intelligence

Tools Used: Web scraping, data cleaning, market analysis, Google Sheets visualization

Municipal Water Conservation Analysis - Tucson Xeriscaping | *Portfolio Project*

Business Problem: Analyzed water-efficient landscaping opportunities to reduce municipal costs while maintaining property values through data-driven xeriscaping recommendations.

Technical Approach: Built PostgreSQL database analyzing 215 drought-resistant plants across 30+ attributes. Performed complex SQL analysis including JOINs, GROUP BY operations, and statistical calculations. Created microclimate mapping and cost-benefit analysis framework.

Key Results:
- Identified 25% of plants requiring zero irrigation beyond natural rainfall, eliminating ongoing water costs
- Mapped every yard microclimate with viable options (83-109 plant choices per zone)
- Demonstrated 1-3 year ROI with potential 50-75% reduction in landscape irrigation demand
- Created interactive Tableau charts showing $75-150 annual household savings vs. traditional landscaping
- **Business Impact:** Analysis supports municipal water conservation programs with quantified cost-benefit framework

Skills Demonstrated: Geospatial analysis, environmental data science, ROI modeling, municipal policy support

Tools Used: SQL (PostgreSQL), DBeaver, Tableau Public, geospatial analysis, web scraping

Gender Retirement Readiness Gap Analysis | *Portfolio Project*

Business Problem: Analyzed Federal Reserve Survey of Consumer Finances to identify actionable insights for financial services companies addressing systematic retirement preparation gaps.

Technical Approach: Processed 22,975 household dataset using advanced SQL queries with window functions and statistical calculations. Created multi-dimensional analysis by age, gender, and investment behavior patterns.

Key Results:
- Uncovered 10x income gap and 6x retirement savings gap between male and female-headed households
- Discovered critical "35-49 investment cliff" where female stock ownership decreases during prime earning years
- Identified $1+ trillion market opportunity through systematic under-investment patterns
- Created comprehensive Tableau dashboard for strategic framework targeting age-specific financial products
- **Business Impact**: Insights could generate significant market opportunities for targeted retirement products and services

Skills Demonstrated: Federal government data analysis, financial services analytics, demographic research, statistical modeling

Tools Used: SQL (PostgreSQL), Federal government datasets, Tableau Public, statistical analysis

Professional Experience

Accounting Administrator | *Tierra Antigua Realty | Tucson, AZ | Jan 2021 – Present*
- Analyzed and streamlined vendor billing processes across multiple departments, reducing data errors by 25% through systematic process improvements
- Processed and validated over 1,000 invoices monthly with 99.9% accuracy rate, maintaining audit-ready financial records for 3+ years
- Developed systematic file coding standards reducing invoice retrieval time by 40%, improving operational efficiency

- Conducted monthly financial reconciliation of credit card transactions, proactively identifying and resolving data inconsistencies
- Served as primary stakeholder liaison for vendor relationships, managing complex inquiries and maintaining data integrity

Accounting Clerk / Bookkeeper | *Solar Industries Inc. | Tucson, AZ | Feb 2019 – Dec 2020*

- Managed full accounts payable cycle with <2% error rate, ensuring data accuracy across invoice coding, purchase order matching, and discrepancy resolution
- Optimized invoice processing systems resulting in 15% improvement in on-time payment rates
- Maintained comprehensive audit trails with structured document retention system supporting regulatory compliance
- Analyzed payment patterns and vendor relationships to improve cash flow management

HR Data Administrator | *Ricoh for Intuit (Contract via Robert Half) | Tucson, AZ | Nov 2018 – Feb 2019*

- Validated and standardized HR datasets for regulatory compliance, ensuring data integrity across multiple systems
- Conducted systematic audit checkpoints reducing data entry errors by 30%, directly supporting system accuracy and compliance
- Cleaned and standardized employee records across database systems, improving data quality and accessibility

Financial Deal Processor | *Royal Automotive Group | Tucson, AZ | Oct 2017 – Sep 2018*

- Processed and analyzed vehicle financing agreements for regulatory compliance across multiple lender packages
- Maintained internal databases tracking 300+ vehicle loans monthly, ensuring data accuracy and accessibility
- Collaborated cross-functionally with sales and finance departments to optimize loan approval processes

<u>Education & Professional Development</u>

Bachelor of Fine Arts, 2D Emphasis
University of Arizona | Tucson, AZ | Completed May 2025 | GPA: 3.7
Dean's List with Distinction (2024) | Tau Sigma Honor Society | Honorable Mentions (2021, 2022)

Associate of General Studies
Pima Community College | Tucson, AZ | Completed December 2014

Self-Directed Analytics Training
Completed comprehensive hands-on learning in SQL, Tableau, and statistical analysis through independent study and practical application across multiple industry domains

Core Competencies

Analytical Skills: Financial reconciliation, data validation, statistical analysis, trend identification, process optimization
Data Management: Database design, data cleaning, audit preparation, regulatory compliance, financial recordkeeping
Communication: Stakeholder management, vendor relations, cross-functional collaboration, technical documentation
Business Acumen: Market analysis, competitive intelligence, ROI calculation, strategic planning, risk assessment