

Hannah Kowalski

Data Analyst, Marketing and Growth

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Summary

Data analyst with six years in insurance and e-commerce analytics, working daily in SQL, Python and Tableau. Built the attribution model the marketing team now uses to split a \$6M annual ad budget, and moved weekly reporting from spreadsheets to dashboards.

Skills

TECHNICAL SKILLS:

SQL (PostgreSQL, Snowflake)

Python (pandas)

Tableau

Power BI

dbt

A/B testing

Excel

Google Analytics 4

Work Experience

Data Analyst

Northfield Outfitters | 05/2022 – present

- Built a multi-touch attribution model in SQL and Python; paid social spend fell 15% with no drop in orders.
- Replaced 11 weekly Excel reports with three Tableau dashboards, saving the team about 12 hours a week.
- Design and read out 20+ A/B tests a year on checkout and email; one checkout change lifted conversion 4%.

Junior Data Analyst

Clearwater Insurance Group | 08/2020 – 04/2022

- Wrote SQL checks on a 40-million-row claims table to flag duplicate claims, recovering \$220,000 in a year.
- Cleaned and documented 30 source tables in the reporting warehouse used by 60 analysts.

Education

Bachelor of Science in Statistics

University of Minnesota | 09/2016 – 05/2020

Certificates & Courses

Microsoft Certified: Power BI Data Analyst Associate

Microsoft · Renewed 2026-02