

JOSH TILTON

[Joshtilton.me](https://joshtilton.me) | [GitHub](#) | [LinkedIn](#) | [Email](#) | Salt Lake City, UT

Data-driven and analytical professional with 3 years of experience in data analysis, visualization, and problem-solving across sales, marketing, and business operations. Proven expertise in SQL, Python/R, Tableau, and Excel, with a strong ability to translate complex datasets into actionable business insights.

SKILLS

Data Analytics & Reporting: SQL, Excel (Advanced), Tableau, Power BI, Looker

Machine Learning & Statistics: Predictive modeling, regression analysis, A/B testing

Business Intelligence Tools: Salesforce, financial dashboards, automated reporting

Programming Languages: Python (pandas, NumPy, matplotlib), SQL, R

EDUCATION

Master of Science in Data Science

Eastern University — July 2023 - August 2024

Relevant coursework: Applied Machine Learning, Natural Language Processing, Statistical Modeling, Information Visualization Data Analytics, Data Manipulation, Data and Database Management, Python Programming | GPA: 4.0

EXPERIENCE

Senior Producer | Data Analyst

KSL Podcasts — July 2020 - Present

- Built predictive models to analyze listener behavior using Python and machine learning, resulting in a 33% increase in subscribers within six months.
- Implemented A/B testing frameworks for marketing strategies, leading to a data-driven increase in conversion rates.
- Designed and maintained Tableau dashboards that provided real-time insights on audience engagement, optimizing content strategy.
- Engineered SQL queries and data pipelines to automate reporting and forecasting, streamlining decision-making for content release schedules.
- Performed statistical analysis to forecast podcast download trends, improving content planning and maximizing audience retention.

PROJECTS

Mobile Game Revenue & Engagement Analysis [[GitHub](#)]

- Examined mobile game revenue and player engagement using Python and SQL, identifying key trends in spending and retention.
- Refined datasets through data cleaning and preprocessing with Pandas, ensuring structured and accurate analysis.
- Explored user behavior and revenue generation patterns through in-depth exploratory data analysis (EDA).
- Visualized insights using Matplotlib and Seaborn, translating data findings into actionable monetization strategies.

A/B Testing & Sales Performance Analysis of Marketing Promotions [[GitHub](#)]

- Applied statistical methods and A/B testing to evaluate marketing strategy effectiveness.
- Crafted visual reports with Matplotlib and Seaborn, making complex insights easily digestible.
- Recommended data-driven ad spend optimizations to enhance targeting and maximize ROI.

CERTIFICATIONS

- Microsoft Azure Data Fundamentals (DP-900)
- Google Data Analytics