ZARA CLACKEN
Business Analyst | Data Analyst| Data Scientist
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PROFESSIONAL SUMMARY

A commercially minded professional combining proven sales performance, customer relationship expertise, and analytical problem-solving skills. Experienced in translating data into actionable insights, exceeding sales targets, and helping people make informed decisions.

CORE STRENGTHS

- Consultative Sales & Customer Experience | Business & Data Analytics
- Data Visualization & Reporting | Relationship Building
- Training & Team Support | Cross-Functional Communication

TECHNICAL SKILLS

- **Programming & Analytics:** Python (Pandas, NumPy, Seaborn), R, SQL
- **Visualization & Reporting:** Tableau, Excel (Pivot Tables, VLOOKUP), PowerPoint, Word, Google Docs, Google Sheets, Google Slides

WORK EXPERIENCE

Sales Associate
Fleet Feet | New York, NY | September 2025 - Present

- **Generated several hundred dollars daily in sales by delivering tailored, data-driven consultations** and product recommendations based on Volumental® 3D foot scan data.
- **Ranked #1 in add-on sales for multiple months within the store's most challenging merchandise category and #1 in core merchandise sales for multiple months.**
- **Maintained an hourly sales rate 40%+ above quota and contributed 6%+ of store-wide quarterly revenue on a 20-member team.**
- **Achieved a 100% positive customer review rate** on Google reviews through knowledgeable, patient, and service-focused support.
- **Trained and mentored new team members** in product knowledge, Volumental® data interpretation, and customer consultation.

English as a Second Language Instructor
Rise Works, Ltd. | Osaka, Japan | August 2024 - June 2025

Business Development Analyst Intern
Integra Partners | New York, NY | April 2022 - December 2022

- Analyzed large, complex data sets and drafted visualizations for executive reporting using Microsoft SQL Server, Python, Excel, and Tableau.
- Developed data visualizations using Tableau and Excel to present analytical findings for executive reporting.
- Translated complex data into clear visual summaries, making analytical findings easier to interpret for executive audiences.

EDUCATION

- **Master of Science (M.S.), Artificial Intelligence**
  Kennesaw State University | January 2026 - Expected May 2028
- **Study Abroad, Japanese Language**
  Shin-Osaka Foreign Language Institute | January 2023 - April 2024
- **Master of Business Administration (MBA)**
  Louisiana State University Shreveport | Graduated December 2022
- **Graduate Certificate in Business Analytics**
  Cornell University | Completed November 2020
- **Bachelor of Arts in Humanities, Summa Cum Laude**
  Washington State University | Graduated December 2019