

Arlen Robinson - Data Analyst

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PROFESSIONAL SUMMARY

Accomplished executive and co-founder with many years of strategic leadership experience who discovered a passion for data visualization while driving business growth. After successfully building and managing a company through various market cycles, I'm now channeling my analytical mindset and technical background into Tableau-focused data analytics. This career transition leverages my extensive business acumen while pursuing the data visualization work that increasingly became my professional interest as our company matured. Eager to apply my unique combination of executive perspective and technical skills to deliver impactful data insights in a dedicated analyst role.

KEY SKILLS & PROJECTS

TECHNICAL SKILLS

- **Data Analysis & Business Intelligence** – Experienced in conducting in-depth data analysis to identify trends, patterns, and actionable insights for business decision-making. Proficient in exploratory data analysis (EDA), data cleaning, and data wrangling.
- **SQL & MySQL** – Skilled in writing complex SQL queries, including **joins, subqueries, Common Table Expressions (CTEs), window functions, stored procedures**, and indexing for performance optimization. Experienced in working with relational databases such as **MySQL** to manage and analyze large datasets.
- **Data Visualization & Reporting** – Proficient in building **interactive dashboards and reports** using **Tableau** to effectively communicate insights. Experienced in **Tableau Calculated Fields, Level of Detail (LOD) Expressions, Table Calculations, and Parameterized Dashboards** to enhance data interactivity and analysis.
- **Excel & Spreadsheet Analytics** – Advanced proficiency in **Excel**, including **PivotTables, Power Query, Macros (VBA), VLOOKUP/XLOOKUP, INDEX-MATCH, SUMIFS, and conditional formatting** to automate reporting and manage large datasets.

- **Version Control & Development Tools** – Experienced in using **GitHub** for version control, managing repositories, and collaborating on data-related projects. Proficient in **VS Code** and SQL IDEs such as **MySQL Workbench** and **Navicat** for database development and query execution.

- **Google Analytics & Web Data Tracking** – Experience in using **Google Analytics** for website traffic analysis, event tracking, funnel analysis, and conversion optimization. Understanding of **UTM tracking, A/B testing, and performance metrics.**

PROJECTS

Tableau: Developed interactive dashboards and reports, including:

- **Plan Popularity Analysis:** Assessed subscription plan adoption rates to understand customer preferences.
- **Monthly Recurring Revenue (MRR) Tracking:** Monitored revenue trends over time, analyzing growth and fluctuations across different plans.
- **Customer Feedback Score Distribution:** Visualized customer feedback to identify service strengths and areas for improvement.
- **Support Ticket Analysis:** Evaluated support efficiency through metrics such as monthly resolved tickets, resolution times by issue type, and the ratio of open to resolved tickets.
- **Miscellaneous** – Created various analytical dashboards, including **hospital bed availability across U.S. states, physician density in metro areas, global life expectancy trends, and Apple stock price analysis (2006–2024).**
- **Conducted user acceptance testing (UAT)** with stakeholders to ensure dashboard functionality and performance.

SQL - Data mined customer database to identify patterns and trends for business optimization

Analytics: Implemented A/B testing and CRO leading to 30% improvement in customer acquisition

BI Tools: Developed KPI tracking systems and predictive analytics models for business forecasting

PROFESSIONAL EXPERIENCE

Co-Founder & Chief Operating Officer
Omnistar Interactive

June 1999 - Present

- Co-founded **web development agency**; pivoted to create **web-based SaaS solutions** with flagship **OSI Affiliate software**.
- Spearhead strategic leadership, optimize processes, analyze **MySQL databases**, and foster innovation to drive growth.
- Created analytical frameworks using **SQL and Excel**, improving customer acquisition by 30% through data-driven optimizations.
- Utilize **SQL queries** to extract business intelligence from **MySQL databases**, identifying trends in customer behavior and retention.
- Leverage **Tableau dashboards** for visualizing **Monthly Signup Trends, MRR, Churn Analysis, and Revenue Analysis**, optimizing revenue strategies.

Podcast Host & Producer

January 2014 - Present

eCommerce Marketing Podcast

- Host an **acclaimed podcast** delivering industry insights and **data-driven eCommerce strategies** to professionals.
- Increased audience engagement by **200% using SQL-driven analysis**, leveraging **Excel** for trend forecasting and audience segmentation.
- Applied **Tableau visualizations** to track content performance, identifying key topics that drive higher listener engagement.

Software Engineer

June 1997 - May 1999

SRA International

- Managed customer support for nationwide brokerage software; implemented helpdesk tools and designed initial marketing websites for the software.
- Developed reporting system for National Institutes of Health research institutes; collaborated on design, coding, and deployment.

EDUCATION

Bachelor of Science (BS), Computer Software Engineering

Howard University, Washington, DC