# Lyna Matsumoto

*Senior Data Analyst*

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| **Profile**  Strategic Sr. Data Analyst with 15 + years of end‑to‑end analytics experience across supply‑chain, logistics, and manufacturing domains. Proven ability to translate complex business processes into actionable insights using advanced SQL, Power BI, and statistical modeling. Skilled at driving digital‑transformation initiatives, leading cross‑functional Agile teams, and delivering measurable performance improvements (average 18 % cost reduction, 22 % cycle‑time acceleration). Certified in analytics, Power BI, and Scrum; fluent in English and Japanese.  **Skills**  Data & Analytics, Technology & Tools, Business & Management  **Languages**  English — Native proficiency  Japanese — Professional working proficiency (JLPT N2)  **Awards**  $4.2 M Cost Reduction | 2022-01-01  Oceanic Trade Corp.  Designed a Power BI freight‑cost analytics tool at Oceanic Trade Corp., uncovering inefficiencies and renegotiating carrier contracts.  Forecast Accuracy Boost | 2021-01-01  GLS  Implemented a machine‑learning inventory model at GLS, raising forecast hit‑rate from 78 % to 91 %, driving a 15 % reduction in safety stock.  Data Latency Cut by 92 % | 2023-01-01  Sunshine Manufacturing  Consolidated disparate data sources into an Azure Synapse data mart at Sunshine Manufacturing, delivering near‑real‑time visibility.  Process Automation Savings | 2020-01-01  Multiple Organizations  Automated monthly KPI reporting pipelines, saving ∼600 person‑hours per year across three organizations.  Award for Insight | 2014-01-01  GLS  Received “Best Insight” award (GLS, 2014) for identifying $1.1 M overbilling in logistics contracts.  **Certifications**  Certified Analytics Professional (CAP) | 2022-01-01  INFORMS  Microsoft Certified: Data Analyst Associate (Power BI) | 2021-01-01  Microsoft  Certified ScrumMaster (CSM) | 2020-01-01  Scrum Alliance  AWS Certified Cloud Practitioner | 2019-01-01  Amazon Web Services  **Interests**  Data‑visualization art: Tableau Public portfolio  Marathon running: Completed 3 half‑marathons (2021‑2023)  Japanese tea ceremony: Sado | **Experience**  **Senior Data Analyst / Data Analytics Manager at Sunshine Manufacturing, Inc.**  01 May 2024 – Present  Lead a team of 6 analysts in designing end‑to‑end dashboards for the plant’s supply‑chain, production, and quality functions. Architected a unified data mart on Azure Synapse, consolidating ERP, MES, and IoT telemetry; reduced data latency from 48 h to < 4 h. Implemented Agile sprint cycles (2‑week cadence) to prioritize analytics backlog, achieving a 30 % faster delivery of new insights. Partnered with senior leadership to define KPI suite; introduced automated Power BI alerts that cut stock‑out events by 12 %.   * Lead a team of 6 analysts in designing end‑to‑end dashboards for the plant’s supply‑chain, production, and quality functions. * Architected a unified data mart on Azure Synapse, consolidating ERP, MES, and IoT telemetry; reduced data latency from 48 h to < 4 h. * Implemented Agile sprint cycles (2‑week cadence) to prioritize analytics backlog, achieving a 30 % faster delivery of new insights. * Partnered with senior leadership to define KPI suite; introduced automated Power BI alerts that cut stock‑out events by 12 %.   **Sr. Data Analyst at Oceanic Trade Corp.**  01 Jan 2021 – 01 Apr 2024  Delivered supply‑chain performance analytics for a global import/export operation, focusing on freight cost optimization and carrier performance. Developed a Power BI “Freight Cost Navigator” that highlighted under‑utilized lanes, resulting in a $4.2 M annual savings. Conducted root‑cause analysis of customs clearance delays using SQL and R; recommendations reduced average clearance time by 22 %. Served as Scrum Master for a cross‑functional analytics squad (Product, Engineering, Ops), introducing CI/CD pipelines for data models.   * Delivered supply‑chain performance analytics for a global import/export operation, focusing on freight cost optimization and carrier performance. * Developed a Power BI “Freight Cost Navigator” that highlighted under‑utilized lanes, resulting in a $4.2 M annual savings. * Conducted root‑cause analysis of customs clearance delays using SQL and R; recommendations reduced average clearance time by 22 %. * Served as Scrum Master for a cross‑functional analytics squad (Product, Engineering, Ops), introducing CI/CD pipelines for data models.   **Lead Data Analyst at Global Logistics Solutions (GLS)**  01 Jun 2018 – 01 Dec 2020  Promoted from Senior Business Analyst (see below) to lead a 4‑person analytics hub supporting the North‑East distribution network. Designed and launched a predictive inventory replenishment model (Python, Prophet) that improved forecast accuracy from 78 % to 91 %. Automated monthly logistics KPI reporting (Power BI + Azure Data Factory), cutting manual effort by 45 % and improving data consistency. Mentored junior analysts, establishing a competency matrix and quarterly skill‑share sessions.   * Promoted from Senior Business Analyst (see below) to lead a 4‑person analytics hub supporting the North‑East distribution network. * Designed and launched a predictive inventory replenishment model (Python, Prophet) that improved forecast accuracy from 78 % to 91 %. * Automated monthly logistics KPI reporting (Power BI + Azure Data Factory), cutting manual effort by 45 % and improving data consistency. * Mentored junior analysts, establishing a competency matrix and quarterly skill‑share sessions.   **Senior Business Analyst at Global Logistics Solutions (GLS)**  01 Mar 2015 – 01 May 2018  Served as the primary liaison between operations and IT, translating business needs into data requirements for the ERP migration project. Built complex SQL scripts to extract, transform, and load historical shipment data; created a data quality framework adopted enterprise‑wide. Piloted an agile‑based data‑warehouse sprint process that reduced development cycle time by 20 %.   * Served as the primary liaison between operations and IT, translating business needs into data requirements for the ERP migration project. * Built complex SQL scripts to extract, transform, and load historical shipment data; created a data quality framework adopted enterprise‑wide. * Piloted an agile‑based data‑warehouse sprint process that reduced development cycle time by 20 %.   **Business Analyst (Entry‑Level) at Global Logistics Solutions (GLS)**  01 Jul 2012 – 01 Feb 2015  Conducted ad‑hoc analysis of carrier performance, order fulfillment, and warehouse throughput using Excel and SQL. Produced weekly operational dashboards; recognized for “Best Insight” award 2014 for identifying a $1.1 M cost leakage in third‑party logistics contracts.   * Conducted ad‑hoc analysis of carrier performance, order fulfillment, and warehouse throughput using Excel and SQL. * Produced weekly operational dashboards; recognized for “Best Insight” award 2014 for identifying a $1.1 M cost leakage in third‑party logistics contracts.   **Sabbatical at Career Gap**  01 Sep 2020 – 01 Dec 2020  Took a planned 4‑month sabbatical to complete the Scrum Master certification, attend industry conferences (Strata Data, Power BI World Tour), and volunteer as a data‑analytics mentor for a local nonprofit (Data for Good).   * Took a planned 4‑month sabbatical to complete the Scrum Master certification, attend industry conferences (Strata Data, Power BI World Tour), and volunteer as a data‑analytics mentor for a local nonprofit (Data for Good).   **Education & Training**  **Master of Business Administration (MBA), Data Analytics**  Jacksonville University  – 01 May 2018  Result: 3.8/4.0  **Bachelor of Science (B.S.), Industrial Engineering**  University of Florida  – 01 May 2012  **Projects**  **Supply‑Chain Digital Twin**  01 Jan 2023 – Present  Created a real‑time simulation model integrating ERP and IoT data to test “what‑if” scenarios; pilot reduced production downtime by 9 %.   * Created a real‑time simulation model integrating ERP and IoT data to test “what‑if” scenarios; pilot reduced production downtime by 9 %.   **Customer Segmentation Engine**  01 Jan 2022 – Present  Used R clustering to identify five high‑value customer groups, informing targeted pricing strategy that lifted revenue by 4 %.   * Used R clustering to identify five high‑value customer groups, informing targeted pricing strategy that lifted revenue by 4 %.   **References**  **Available upon request**  References available upon request |