

Jessica Stubbs

Data Analyst | Python | SQL | Tableau

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Summary

Data Analyst with 5+ years of hands-on experience applying data-driven decision making across e-commerce and digital marketing. Skilled in Python, SQL, and Tableau. Experienced in exploratory data analysis, KPI tracking, customer behavior analysis, and communicating actionable insights across technical and non-technical audiences.

Skills

Languages: Python, SQL, HTML, CSS

Data & Analysis: Pandas, NumPy, Seaborn, Matplotlib, Jupyter Notebook, statistical analysis, data visualization

Tools & Platforms: Git/GitHub, Google Sheets, Excel, Google Apps Script, Tableau, VSCode, Canva, Shopify Analytics, Meta Business Suite

Projects

Spotify Music Trend Analysis

Feb 2026 – Feb 2026

Performed ad hoc analysis to identify which music genres a record label should prioritize for next-quarter signings using 114K+ Spotify tracks. Tools used: Python, Pandas, NumPy, Matplotlib, Seaborn, Jupyter Notebook.

- Monitored data quality and flagged anomalies using Pandas, reducing dataset from 114K to 97,980 records by removing zero-popularity tracks and statistically suspect genres; applied correlation analysis, distribution analysis, and segment comparison across 5 pre-defined hypotheses.
- Found electronic and dance genres outperform hip-hop in popularity scores, and that track duration has a correlation of only -0.052.
- Translated data findings into 3 executive-ready visualizations and a tiered business intelligence recommendation; documented all queries and analysis steps in Jupyter Notebook to support transparency and reproducibility.

Planner Community Customer Survey Analysis

Oct 2025 – Dec 2025

Built a recurring scorecards and insights report from planner community survey data to help shop owners make smarter inventory and marketing decisions. Tools used: Google Forms, Excel.

- Identified core buyer segment (35 to 44, 40.6%), seasonal buying patterns, and top purchase channels (online shops and Etsy).
- Found art and illustration quality is the top purchase driver, and high shipping costs are the leading customer frustration.
- Delivered a stakeholder-ready business intelligence report presenting findings in plain language for shop owners and stakeholders alike, with actionable product, pricing, and timing recommendations.

Experience

Independent E-commerce Founder, Subculture Syndicate | Asteroid Bunny | Hippie Goth Stickers Grantsville, UT & Indianapolis, IN

- Founded and operated 3 e-commerce businesses over 8 years, coordinating 20+ quarterly vendor sales events and supporting 10-20 small businesses per event.
- Tracked and maintained recurring KPI reports including vendor participation rates, email open and click rates, storefront engagement, and audience growth using Shopify Analytics and Meta Business Suite.
- Partnered across operational and marketing functions to design and execute campaigns, using performance data and customer behavior analysis to surface insights and guide strategy.
- Reached \$9K in gross sales and 3K Instagram followers at peak; managed inventory, order fulfillment, and shipping logistics across all three businesses.

Sept 2017 – Jan 2025

7 years 5 months

Education

Millard North High School, Diploma

Omaha, NE
1997