

Suzan Diab

718-790-6208 | suzandiab55@gmail.com | [LinkedIn](#) | [Portfolio](#) | [Github](#)

WORK EXPERIENCE

Allstate

Brooklyn, NY

Business Analyst

Feb 2022 - Apr 2024

- Increased policy sales by 30% and reduced client churn by 10% by analyzing customer risk profiles and recommending best-fit home and auto insurance policies tailored to individual coverage needs.
- Improved customer retention and referral rates by 20% through competitive pricing strategies, communication of coverage options, and consistent follow-ups on quotes, renewals, and cross-sell opportunities.
- Advised clients on coverage limits, deductibles, and policy trade-offs to ensure optimal protection at the best available price, increasing close rates and long-term policy value.
- Built and maintained performance dashboards and reports tracking sales, churn, retention, and renewal KPIs to inform strategy optimization and stakeholder decision-making.
- Managed the end-to-end policy lifecycle, including quoting, binding, renewals, endorsements, and post-sale follow-ups to strengthen client relationships and reduce lapse rates.

Walgreens

Brooklyn, NY

Operations & Data Analyst

Jan 2021 - Jun 2021

- Achieved a 95% customer satisfaction score and reduced customer complaints by 20% by analyzing customer feedback and transaction data to identify operational gaps and implement process improvements.
- Increased sales of promoted items by 15% by leveraging POS data to optimize inventory allocation and aligning in-store displays with observed customer purchasing patterns.
- Supported store leadership with weekly sales and inventory analysis, tracking key metrics such as sell-through and stockouts to inform restocking decisions and improve on-shelf availability.

PROJECT EXPERIENCE

CareerFoundry

Nov 2023 - June 2024

Citi Bike Analysis

- Improved bike distribution efficiency by 20% by developing Python-based dashboards (Matplotlib, Seaborn, Plotly) to visualize demand patterns and optimize redistribution strategies.
- Reduced customer complaints by 15% by integrating weather data with Citi Bike usage data to proactively adjust bike availability across high-demand locations.
- Increased customer satisfaction by 10% through geospatial analysis, delivering data-driven recommendations for optimal bike placement and operational coverage.

Instacart Basket & Marketing Analysis

- Increased targeted marketing effectiveness by 15% through statistical sales trend analysis using Python and Excel to identify high-impact customer segments.
- Improved customer retention by 10% and personalized marketing performance by 20% by leveraging Python-based segmentation and Tableau dashboards to track campaign KPIs.
- Boosted average order value by 12% through cohort analysis of purchasing behavior, enabling data-driven optimization of promotional strategies.

Rockbuster Stealth LLC Market & Revenue Analysis

- Projected a 25% revenue increase by analyzing top-grossing films, revenue drivers, and market trends using SQL and Excel.
- Improved customer targeting by 15% and operational efficiency by 20% through Tableau visualizations and stakeholder-ready insights presented in PowerPoint.
- Drove an 18% increase in user engagement by uncovering actionable demographic insights using advanced SQL queries, informing more targeted promotional campaigns.

EDUCATION

Brooklyn College

Brooklyn, NY

Bachelor of Science in Psychology

Dec 2022

- GPA: 4.0/4.0 | Honors: Summa Cum Laude

SKILLS

Technical: Microsoft Office (Excel, Word, PowerPoint), SQL, Python, R, Tableau, Pandas, Matplotlib, Seaborn, Plotly, Git, Kepler.gl, NOAA API