

# Argenis Cruz-Gonzalez

Data Analyst II | Python, SQL & Analytics Automation

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 Portfolio: <https://acruzgonzalezportfolio.streamlit.app>

## SUMMARY

Data Analyst with 7+ years of experience delivering scalable analytics, automation, and executive reporting across large, structured datasets. MBA-trained with strong expertise in Python, SQL, and data visualization. Currently focused on building reusable analytical workflows and integrating AI-driven tools (prompt design and agents) to accelerate analysis and decision-making. Interested in applying analytics to product, publishing, and marketing teams within the video game industry.

## EXPERIENCE

### Data Analyst II

**Optum Insight**

 Dec 2025 – Present

- Lead cross-functional analytics initiatives to identify trends, anomalies, and growth opportunities across large datasets.
- Build Python-based workflows for data wrangling, validation, and analysis using pandas and NumPy.
- Develop exploratory and executive-level visualizations with matplotlib, seaborn, Tableau, and Power BI.
- Integrate AI-enabled workflows, including prompt design and agent-based tools, to streamline analysis, documentation, and insight delivery.

### Business Analyst (Recovery Resolution Consultant)

**Optum Insight**

 2022–2025

- Delivered \$5M+ in verified annual savings through SQL-driven analysis and operational reporting.
- Partnered with engineering teams to operationalize analytical findings into automated reporting solutions.

### Senior Recovery Resolution Analyst

**Optum Insight**

 2019–2022

- Audited large-scale datasets to identify overpayment, compliance, and process improvement opportunities.
- Produced structured findings and documentation to support validation, recovery decisions, and operational follow-up.

## VOLUNTEERING

### Employee Experience & Culture Initiatives

**Optum Insight**

Contributed to internal engagement and communication initiatives alongside analytics role.

## EDUCATION

### MBA, Marketing & Data Analytics

**Tulane University – A.B. Freeman School of Business** | GPA: 3.97

Beta Gamma Sigma Honor Society

### B.A., Pre-Law; Philosophy

**Rowan University** | GPA: 3.55

Phi Sigma Tau Honor Society

## SKILLS

Python (pandas, NumPy, matplotlib, seaborn)  
SQL • R  
Tableau • Power BI • Excel  
Retention & Churn Analysis • A/B Testing • Forecasting  
Analytics Automation • AI Prompt Design • Agent Workflows

## CERTIFICATION

Google Data Analytics Professional Certificate — Coursera  
Google Advanced Data Analytics Professional Certificate — Coursera  
Advanced SQL for Data Analysis — Coursera  
A/B Testing & Advanced Tableau — LinkedIn Learning

## CASE STUDIES

### Customer Retention & Churn Analysis (Python)

- End-to-end analysis using pandas, NumPy, matplotlib, and seaborn to identify behavioral and cohort-based drivers of churn.

### Mobile Game Monetization Analysis (R)

- Capstone project analyzing free-to-play monetization using R, dplyr, ggplot2, and statistical methods.

## FOCUS AREAS

- ✓ Data storytelling for product, marketing, and publishing decisions
- ✓ Audience engagement and monetization performance analysis
- ✓ Applied analytics for scalable process and growth optimization