

Argenis Cruz-Gonzalez

Data Analyst | Data Visualization | SQL Expert

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

OBJECTIVE

MBA-trained Product & Data Analyst with strong experience in SQL, BigQuery, experimentation, and analytical reporting. Completed a Google Data Analytics capstone—featured in my portfolio—that focused on examining behavior patterns, engagement trends, and financial drivers within a large event-based dataset. Skilled in A/B testing, cohort analysis, and translating complex data into clear, actionable insights that support operational and strategic decision-making. Focused on applying analytics to improve process efficiency, financial accuracy, and overall organizational performance.

EXPERIENCE

Business Analyst (Recovery Resolution Consultant)

Optum Insight

📅 2022–Present

- Delivered \$5M+ in verified annual savings through SQL-driven analysis and BI dashboards.
- Partnered with engineering to operationalize analytical findings and automate reporting.
- Created SOPs and documentation improving team accuracy and workflow consistency.
- Reduced manual reporting time 50% using automation and process design.

Senior Recovery Resolution Analyst

Optum Insight

📅 2019–2022

- Conducted deep-dive SQL analysis uncovering \$1M+ in recovery value.
- Produced concise reporting for leadership, supporting strategic decision-making.

Financial Analytics & Resource Specialist

AmeriCorps VISTA

📅 2018–2019

- Supported financial reporting and resource planning for community programs.

VOLUNTEERING

Employee Experience & Culture Initiatives

Optum

Contributed to internal engagement efforts and communication initiatives alongside core analytics role.

EDUCATION

MBA, Marketing & Data Analytics

Tulane University – A.B. Freeman School of Business

📅 2023 – 2025 GPA: 3.97

Beta Gamma Sigma Honor Society

B.A., Pre-Law; Philosophy

Rowan University

📅 2013 – 2017 GPA: 3.55

Phi Sigma Tau Honor Society

STRENGTHS

⚡ Analytical Thinking

Comfortable working with large, complex datasets and uncovering actionable insights.

💡 Data Storytelling

Translates metrics and analysis into clear, concise narratives for stakeholders.

👥 Collaboration

Works effectively with engineers, finance, and business leaders to move projects forward.

SKILLS

SQL • BigQuery • Tableau • Power BI • Excel • A/B Testing • Cohort Analysis • Behavioral Analytics • R Programming • Data Cleaning • Dashboard Design • Forecasting • Process Optimization • Jira • Perforce • Agile

CERTIFICATION

Google Data Analytics Professional Certificate — Coursera

Comprehensive program covering SQL, R, spreadsheets, data cleaning, and case-based business analysis.

A/B Testing & Advanced Tableau — LinkedIn Learning

Coursework in experiment design, analysis, and visualization for product decisions.

Advanced SQL for Data Analysis — Coursera

Advanced query writing, joins, subqueries, window functions, and optimization.

PROJECTS

Google Data Analytics Capstone – Mobile Game Monetization Case Study (2025)

This capstone explores monetization patterns in a free-to-play mobile game dataset using R, ggplot2, dplyr, and statistical analysis techniques.

INTERESTS

- ✓ Data storytelling for operational and strategic insights
- ✓ Applied analytics for process and performance improvement