

# 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