Anabel Ferreiro Perez

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EDUCATION

University of South Florida   Expected December 2027
Bachelor of Science in Business Analytics and Information Systems
GPA: 3.97

EXPERIENCE

Data Analytics Project – Miami Tech Works Challenge (DTPW BRT Metro Express)   Oct 2025 – Nov 2025
Miami-Dade County Department of Transportation & Public Works

- Analyzed **3,000+ rows** of Genfare transaction data using **Excel and SQL** to compare digital vs. cash payment behavior across high-traffic BRT stations.
- Built dashboards in **Tableau** to visualize ridership patterns, digital adoption trends, and TVM dependency using clean and structured datasets.
- Identified key barriers to digital payment adoption, including high cash usage during peak commute hours and limited TVM accessibility.
- Developed actionable, data-driven recommendations to increase digital payment usage and improve passenger flow.
- Presented analytical findings and strategic recommendations to DTPW leadership, employer partners, and peers.

Data Engineer Intern   Dec 2024 – Apr 2025
LawDetail | Miami, FL

- Enhanced an AI-powered legal document extraction system using **Python**, **SQL**, and **Vertex AI** to process more than **100,000** legal text files.
- Expanded and refined the extraction schema, improving data accuracy through logic-based filters and validation.
- Parsed, cleaned, and inserted structured data into remote **MySQL** databases using custom scripts.
- Implemented **logging, retry logic, and error handling** for scalable and resilient data ingestion workflows.
- Generated structured JSON outputs to support audit, QA, and compliance review workflows, ensuring traceable and standardized results.
- Collaborated with technical stakeholders to align extracted data with business requirements for legal analytics and reporting.

Extern – Competitive Intelligence and Strategy   Aug 2024 – Sept 2024
Expedia Group | Remote – Miami, FL

- Analyzed digital advertising and retail media trends across the travel and e-commerce sectors, identifying key growth drivers and emerging platform strategies.
- Conducted competitive analysis at **Expedia Group** on leading retail media networks, assessing ad product offerings and revenue models to support strategic planning for Expedia's travel media business unit.
- Synthesized findings into executive-ready insights and slide decks to support strategic planning and business development initiatives
- Translated industry research into actionable recommendations to guide internal decision-making within the business unit.

SKILLS

Technical Tools: Python, SQL, Vertex AI, Pandas, Microsoft Excel (PivotTables, VLOOKUP), Tableau, Microsoft Office
Languages: English (C1), Spanish (Native)