



David
Linares

DATA ANALYST



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Bridgewater / NS / Canada



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<https://davidaceituno88.github.io/DavidAnalyst.github.io/>

ABOUT ME

Data Analyst living in Canada, skilled in SQL, EXCEL AND POWER BI, with professional and personal projects experience.

You can visit my portfolio website [here](#) and my GitHub [here](#)

SKILLS

SQL

POWER BI

Excel

MS OFFICE

EDUCATION

Bachelor's Degree Computer Science

UABC, Mexico

2006 – 2011

The Complete Oracle SQL Certification Course

UDEMY

Feb 2022

<https://www.udemy.com/certificate/UC-89a1e7a0-gccb-4953-abd9-ac9a11899bf4/>

EXPERIENCE

TRADES SCHOOL Data Analyst

CECATI 83 / Municipal Trades School in my hometown / Mexico

Jan 2021 – Jan 2022

Analyze data related to their students and potential new students so that they could come up with better marketing strategies

- Created a dashboard with **Power Bi** to help the trades school create better strategies to attract more students and help solve the skilled labor shortage.
- Transformed and processed the .csv file provided by the school, so that it will be more readable, and less redundant.
- Created **measures**, to help the manipulation and calculations of the data.
- Worked side by side with the school Directives so that they could get the best dashboard I could provide to them.

Marketing Associate

First Point / Marketing company / Mexico

Jan 2022 – Apr 2022

In charge to build databases of potential clients

- Utilized **CRM** software to help the marketing team create marketing strategies and target more desirable clients
- Utilized Excel to create datasets of clients.
- Created a web scraper for some websites that contained potential client's information.

CANADA'S INTERPROVINCIAL MIGRATION ANALYSIS —

Personal Project – Bridgewater, Nova Scotia

March 2023

Data analysis on the historic interprovincial migration of Canada with emphasis on the massive recent internal migration due to COVID and the Housing crisis

- Utilized **Excel** to organize and clean the data that i got from the statistics Canada website
- Implemented **mathematical formulas** from Excel to calculate percentages, averages and the balance of the population per year and by province.
- Created a **Power BI** dashboard to visualize the new demographic distribution and how it changed over the years, using Maps, charts, gauge meter, DAX functions, etc.

USA NHTSA Road Safety Analysis --

Personal Project – Bridgewater, Nova Scotia

June 2023

This Data Analysis aims to provide with a clearer view about the historical records on the Road Safety in the USA We can visualize the historical records by state regarding, Number of deaths, Fatality Rate, Miles Driven, etc.

Python Web Scraper --

Personal Project – Bridgewater, Nova Scotia

June 2023

While i was working as part of the marketing team for a Company in Mexico, i developed this web scraper that will go into Tech Conferences websites, and get the information of the speakers attending the conferences, so that later we can create a contact list and reach out to them.

General Labor --

JND Construction – Bridgewater, Nova Scotia

Apr 2022 - Nov 2022

- Use power tools for, renovations and help build new homes.
- Use pneumatic tools to build, roof structures and wooden walls

Drywaller --

Linares Drywall – Bridgewater, Nova Scotia

Nov 2022 - Present

- Install and tape drywall.