

Jonathan Marcu

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Data Analyst | BI Analyst | Tableau Specialist

Professional Summary

Data analyst with hands-on experience designing Tableau dashboards and building analytics pipelines for sales, marketing, and finance teams. Skilled in data automation, dashboard UX, and translating complex data into actionable business insights.

Technical Skills

Python | SQL | R | HTML | JavaScript | Excel | Tableau | Power BI | Google Cloud | AWS | Git

Pandas | NumPy | Scikit-learn | Flask | ReportLab | Seaborn | Matplotlib | LangChain | FAISS

Tableau Cloud | Dashboard Development | Marketing & Sales KPIs | Data Pipelines | Automation | Data Storytelling | KPI Reporting | CSV/XML

Sales & Marketing Analytics | Finance Metrics | Operations Tracking | Decision Support | Forecasting | Self-Service Reporting

Professional Experience

Data Analyst / BI Consultant | Government Seminars | 2023–Present

- Built Tableau and Power BI dashboards to deliver real-time insights for seminar marketing, sales, and finance teams.
- Developed forecasting and KPI tracking models to optimize event planning and campaign budgets.
- Automated satisfaction, registration, and lead conversion reporting using internal and public data.
- Partnered with stakeholders to design scalable, actionable dashboards for cross-team collaboration.

Data & Full-Stack Developer | Freelance | 2023–Present

- Built Google Cloud pipelines and Tableau dashboards for a healthcare staffing company, supporting sales and marketing analytics.
- Designed custom, self-serve dashboards to track sales leads and marketing ROI.
- Automated sales reporting workflows using Python, SQL, and data APIs.
- Developed AI-powered data tools and a dashboard for real-time business insights.

Service Assistant & Merchant | Costco Wholesale | 2007–2023

- Managed inventory/merchandising using POS and sales data.
- Analyzed sales trends to improve stock levels and reduce waste.

Certifications

MIT Professional Certificate in Data Science & Machine Learning | 2023

Google Data Analytics Professional Certificate | 2024

Google Business Intelligence Professional Certificate | 2024

Projects

Live Data Visualizer

- Built Streamlit dashboard showing live sales/market data with FastAPI and Altair.
- Enabled real-time KPI and financial trend monitoring for business users.

San Diego Rental Price Optimizer

- Scraped, cleaned, and analyzed 13K+ rental listings for trend and pricing insights.
- Built Tableau and Power BI dashboards to visualize geospatial price patterns.

FoodHub Restaurant Insights

- Analyzed customer ratings and sales data by cuisine, price, and marketing factors.
- Built interactive dashboards with Tableau and Seaborn for marketing decision-making.

Bellabeat Wellness Tracker

- Cleaned and analyzed device data to uncover trends and optimize health KPIs.
- Designed Tableau dashboards for self-service analytics and stakeholder reporting.

Self-designed Portfolio: <https://JTMarcu.GitHub.io>