

Joshua Paul Modina

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Summary

Hands-on Data Analysis experience in e-commerce freelancing and formal training in Data Analytics and Visualization at the University of Toronto, excels in deriving valuable insights across diverse data types. Proficient in SQL, Tableau, Python, and Excel, my expertise extends to collaborative problem-solving within dynamic teams. Positioned to contribute effectively on demand, I am eager, proactive, and committed to continuous improvement.

Core Competencies

- Python
- SQL
- Pandas
- Tableau
- Excel
- Data Storytelling
- Jupyter Notebook
- Data Cleaning
- Statistical Modelling

Projects

Aviation Analysis Project

<https://github.com/Jmoodina/aviation-performance-analysis>

- Led a comprehensive analysis addressing stakeholder concerns about delays in aviation services. Explored diverse factors, including weather conditions, airline-specific patterns, and route impacts.
- Proactively monitored data accuracy with Python to ensure reliable insights. Addressed anomalies promptly and collaborated with team members and stakeholders to verify data handling.
- Utilized PowerPoint to showcase various visualization techniques, including bar charts and box plots, to present actionable insights. Python played a pivotal role in plotting these visualizations within Jupyter Notebooks.

Extract Transform and Load(ETL) Project

https://github.com/Jmoodina/Crowdfunding_ETL

- Utilized Pandas to create Category and Subcategory DataFrames, incorporating sequential IDs and relevant columns. Conducted data transformations using Pandas, converting necessary columns and formatting date entries.
- Used Pandas for efficient ETL of crowdfunding data into Campaign and Contacts DataFrames. Engineered the Campaign DataFrame, specifying columns and formatting entries for optimal processing.
- Developed a PostgreSQL database with an Entity-Relationship Diagram (ERD), ensuring data integrity through SQL SELECT statements for efficient management and analysis.

Experience

Ecommerce Analyst, Freelance, Toronto

2022 – 2023

Key Accomplishments:

- Collaborated with clients to define and implement successful key performance indicators (KPIs) including customer acquisition cost (CAC), customer lifetime value (CLV), and return on ad spend (ROAS).
- Conducted thorough data analysis on customer purchasing patterns, identifying key trends and insights to inform business decisions.
- Implemented funding proposals based on crucial data-driven results, supported by impactful visual data storytelling using graphs, plots, and metrics created with Tableau and PowerPoint

Transload Operator, Cando Rails and Terminals, Toronto

2021 – 2023

Key Accomplishments:

- Established and supervised a performance-tracking spreadsheet, identifying task inefficiencies and enabling targeted resolutions through individual discussions, culminating in a 15% enhancement in team efficiency.
- Efficiently conduct weekly and monthly inspections in a timely manner, meticulously logging all relevant information. Formulate new policies based on the analysis of the logged data.
- Used Microsoft Office proficiency for the routine monitoring of real-time site status, regular policy updates, product tracking, and consistent communication through management with email updates.

Education

Data Analytics Certificate, University of Toronto

2023 – 2024

Business Administration Project Management, George Brown College

2018 – 2020