

Mario Feliciano

Fort Myers, FL | 239-785-8123 | MarioFeliciano2826@gmail.com | [linkedin.com/in/mario-feliciano](https://www.linkedin.com/in/mario-feliciano) | Data Analytics Portfolio

Entry-level Data Analyst with 10 years of retail and inventory operations experience, currently completing Google Data Analytics Certificate. Skilled in analyzing data, variance investigation, report generation, and performance tracking. Proficient in Excel and POS systems, with a strong foundation in database reconciliation and trend identification. Eager to bring analytical skills to a collaborative team and contribute to data-driven decision-making and operational improvements.

RELEVANT SKILLS & EXPERTISE

Tools/Languages: Spreadsheets, SQL (BigQuery), Tableau, R (RStudio)

Data Management: Data Collection, Data Cleaning, Data Structures, Data Analysis, Data Visualization, Data Ethics

Software Platforms: Microsoft 365 Suite, Google Workspace, Slack, Zoom, Kaggle, Loom, Supro POS System

Strengths: Problem-Solving, Collaboration, Attention to Detail, Project Management, Time Management, and Analytical Thinking

DATA ANALYSIS PROJECTS

Data Analytics Capstone Project • Google Data Analytics Professional Certificate 07/2025

- Imported 12 Excel datasheets with millions of entries into R, then used tidy package to clean the datasets and prepare them for analysis
- Joined all of the datasets together, created subsets of the data, and converted each attribute to the proper data type before performing analysis to find differences between members and casual customers
- Developed visuals using the ggplot2 package to display the analysis results and provide meaningful conclusions for stakeholders to implement

BigQuery Data Exploration Project • BigQuery Public Datasets 07/2025

- Explored BigQuery's public dataset on homelessness from 2010 - 2018 to draw insights into the trends
- Modified the dataset using SQL to allow for more efficient analysis, including removing columns and creating new columns
- Performed data analysis using SQL queries to identify locations that need support for homeless youth and homeless veterans, in addition to sourcing locations that were effectively supporting their homeless population

Accenture - Navigating Numbers • Forage Project 07/2025

- Analyzed project brief to pull out client needs, project requirements and data analytics tasks to be delivered
- Cleaned client datasets using Excel and merged them for data analysis in order to answer client's business question
- Selected appropriate visualizations to showcase results, then created the visualizations and recorded a presentation of the findings

Create Charts and Dashboards Using Microsoft Excel • Coursera Guided Project 07/2025

- Leveraged sales data to create dynamic visualizations, including monthly sales trends, salesperson performance, and sales percentages
- Designed an intuitive dashboard that provides real-time access to critical sales information, enhancing data accessibility and facilitating informed decision making for cross-functional teams

PROFESSIONAL EXPERIENCE

POS Inventory Specialist • Goodwill, Fort Myers, FL 12/2023 - Present

- Audit store level data for consistency across systems, ensuring alignment between physical stock and digital records to maintain data integrity.
- Extract and review inventory data from the POS system to identify discrepancies, monitor stock movement, and support accurate reporting.
- Investigate inventory variances by analyzing transaction records, identifying root causes, and collaborating with store teams to resolve errors.

Store Manager • Goodwill, Fort Myers, FL 07/2018 - 12/2023

- Generated weekly performance reports tracking item turnover and donation flow, supporting data informed decisions that optimized inventory distribution and reduced stock imbalances.
- Tracked daily sales and donation metrics to inform scheduling adjustments and staffing plans, increasing operational efficiency.
- Collaborated with leadership to review P&L Reports and store performance dashboards, contributing to strategic planning efforts aligned with organizational benchmarks and goals.

Assistant Store Manager • Goodwill, Estero, FL 10/2017 - 07/2018

- Interpreted daily sales and inventory data to support decision making around product placement and pricing adjustments.
- Summarized operational performance in monthly team briefings, highlighting key metrics, and identifying areas for improvement.
- Followed standardized checklists and operating procedures to ensure accuracy in data entry and consistency in daily store operations.

Shift Supervisor • *Goodwill, Fort Myers, FL*

07/2016 - 10/2017

- Analyzed sales and inventory data at shift close to identify discrepancies and inform adjustments to product placement and stock levels.
- Tracked donation flow and item turnover trends to assist in maintaining optimal stock rotation and merchandise presentation.
- Monitored donation intake patterns to assist in adjusting staffing and processing priorities during high-volume periods.

Sales Associate • *Goodwill, Fort Myers, FL*

04/2015 - 07/2016

- Organized and maintained item categories to support data tracking and improve product accessibility.
- Processed donations with consistent categorization, and labeling practices, supporting accurate inventory input, and reporting.
- Collaborated with team members to identify process inefficiencies and propose adjustments for improved workflow.

EDUCATION, CERTIFICATES, & CERTIFICATIONS

Google Data Analytics Certificate • *Merit America, Virtual*

07/2025

- Cultivated skills in the **collection, transformation, organization**, and **visualization** of data in order to draw conclusions, make predictions, and drive informed decision-making
- Completed **hands-on labs** and a **capstone project** (case study) to master the art and science of asking questions, preparing, processing, analyzing, visualizing, and acting on data as encountered in real-world scenarios
- Collaborated with training cohort to gain proficiency in team-based **project management, task prioritization, problem-solving**, and frequent use of **Google Workspace** tools