

# MAXIMILLE GONZALES

Business Analyst | MaximilleGonzales@gmail.com | [LinkedIn](#) | [GitHub](#)

## SUMMARY

A business intelligence analyst with experience working with Excel, Google Workspace, SQL, and Tableau. My experience working in fast-paced environments has shaped me into a communicative, quick-learning, and inquisitive team player who's always eager for opportunities to learn and grow.

## SKILLS

Google Workspace | Microsoft Office | SQL | Data Visualization (Tableau) | Power BI | Airtable | Asana | Notion | Adobe Products

## TECH PROJECTS

### E-commerce Analytics | 02/2024

A project in Google Sheets to analyze sales data and communicate findings in a way that executives can understand easily.

- Built a conversion funnel by creating pivot tables that revealed the number of users that convert from each stage of a sale to the next. This showed the conversion rate between stages.
- Preprocessed data using filters, pivot tables, and vlookups to prepare it for analysis.
- Calculated customer retention rates and communicated results using an executive summary summary sheet that had information organized in a clear and concise manner. This would help business executives understand how to convert on customer sales with clear and concise detail.

### Case Study of Returned Items | 03/2024

An analysis of why so many items were being returned at a department store that included a dashboard to monitor returns.

- Conducted a general analysis of department store data that showed what kinds of items were returned most by creating scatterplots, barplots, and map visualizations.
- Created a dashboard in Excel and a Tableau Story that an executive could use to learn about findings. This would allow executives to change parameters in an interactive way to test different situations.

## EXPERIENCE

### Sales Enablement Generalist / Content Specialist | Snowflake | 2023

Contract position with the company that provides data management services.

- Onboarded all new hires and acquired employees. Planned and executed a successful journey by implementing our new hire onboarding program that brings to life Snowflake's onboarding playbook.
- Owned the sales boot camp calendar, new hire communication and travel management and budgeting for training boot camps of up to 94 new hires per week.
- Facilitated between teams to ensure all content is up to date with Snowflake's policies and offerings and appropriately tagging and archiving assets 2-3 times per day.

### Owner / Photographer | Maxoutthere LLC | 2015 - 2024

Opened and ran my personal photography business.

- Manage and operate commercial, portrait and wedding photography. Organize and implement marketing strategies including social media, outreach, legal, branding, website development and engagement.
- Collaborate with corporate businesses including Salesforce, NBA, CalPERS, Poly, Sephora, Thinktank, Tedx, Brûmate, Alpaka Gear and others to provide quality imaging for various business needs.
- Partnered with Chloe Jackman Studios and other creative agencies as an associate photographer.

## EDUCATION

### TripleTen | 6-month Business Analyst Program | 2024

Main topics covered: Advanced Spreadsheets, SQL, Cohort Analysis, Data Visualization. Included 6 applied projects.

### University of California, Santa Cruz | Bachelor of Arts, Fine Arts | 2012

Main topics covered: Oil and Acrylic Painting | Metal & wood Sculpture | Charcoal | Photography.