MICHELLE HIDALGO

Data Analyst

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○ Michellehidalgo113.github.io/PortfolioWebsite
◎ Miami, FL

Objective

I am a data analyst with 3 years of personal experience in data cleaning, analysis, and visualization. I have worked with a variety of datasets and tools, including SQL, Excel, Tableau, and Power BI. I am passionate about uncovering insights and trends in data to help businesses make data-driven decisions. I am looking forward to a new opportunity where I can collaborate with other professionals and can grow my skill set and expertise as a data analyst.

Skills

- SQL (Joins, Unions, Subqueries)
- Microsoft Excel (Pivot Tables, Conditional Formatting, XLOOKUP)
- Alteryx (Data Cleaning, Joins, Unions, Automation)
- Power BI (Data Visualization, Power Query, DAX)
- Tableau (Data Visualizations, Calculate Fields, Joins)
- Bilingual (English, Spanish)

Education

CERTIFICATIONS
- Data Analytics Boot Camp
- Google Data Analytics Professional Certificate
- SQL From Scratch Using MySQL Databases Certificate

DEGREE
Bachelor of Science - Hospitality Management
Florida International University, Cum Laude

Work Experience

Research Analytics and Insights Intern, RPA — June 2023 – Current
Santa Monica, California

- Created Tableau dashboards and visuals to display complex data clearly to help clients make informed decisions.
- Utilized Alteryx to create joins, extract, transform, and analyze large datasets. Additionally, utilized Alteryx to automate data pulling and cleaning processes.
- Applied Excel skills in data cleaning, manipulation, and analytics, employing functions like XLOOKUP and PivotTables to uncover key insights for strategic decision-making.

Freelance Data Analyst, Innovative Tech Pros — November 2022 – Current
Miami, Florida

- Collaborated with cross-functional teams, including the Software Development team, to integrate data analytics solutions into custom software projects.
- Leveraged SQL, Excel, and Power BI to create automated reporting solutions, reducing manual effort and increasing efficiency.
- Developed and maintained SQL scripts and queries to extract and transform data from various sources, ensuring data integrity and accuracy.

Digital Chat Agent, Celebrity Cruise Line — November 2019 - November 2022
Miami, Florida

- Built an interactive dashboard to manage guest reservations via a digital chat system, while working directly with the customers to fulfill the specific needs of each client.
- Used Excel to develop and maintain a performance measurement spreadsheet for an ongoing analysis of sales strategies.
- Surpassed sales targets by implementing data-driven strategies to leveraged insights and drive revenue growth.