

MICHELLE HIDALGO

Data Analyst

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Miami, FL

Objective

I am a data analyst with 2 years of personal experience in data cleaning, analysis, and visualization. I have worked with a variety of datasets and tools, including SQL, Excel, 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)
- Python (Pandas, If Else Statements, Loops)
- Power BI (Data Visualization, Power Query, DAX)
- Tableau (Data Visualizations, Calculate Fields, Joins)
- Bilingual (English, Spanish)

Education

CERTIFICATIONS

- Data Analytics Boot Camp, 2023
- Google Data Analytics Professional Certificate, 2022
- SQL From Scratch Using MySQL Databases Certificate, 2022

DEGREE

Bachelor of Science - Hospitality Management - Cum Laude
Florida International University, 2012 - 2016

Work Experience

Web Chat Consultant, Norwegian Cruise Line
Miami, Florida

November 2022 – Current

- Utilize Tableau to track and analyze customer data to identify trends and patterns and use that information to make data-driven decisions in sales strategies.
- Use Excel to develop and maintain a performance measurement spreadsheet for an ongoing analysis of sales strategies.
- Surpassing sales targets by implementing data-driven strategies to leveraged insights and drive revenue growth.

Digital Chat Agent, Celebrity Cruise Line
Miami, Florida

November 2019 - November 2022

- 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.
- Successfully reached a target of \$100K in sales revenue each month, while consistently ranking at the top of my department.
- Served as a mentor and guide to new agents during their onboarding and training process by providing comprehensive support and training, and by developing and implementing schedules for our new agents to ensure optimal productivity by providing a seamless transition to their new role.