

# Ramon Rivera

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## Summary

### Skills

Data Entry & Information Management | Business Analytics & Reporting

Technical Skills including SQL, Python, Tableau | Compliance & Documentation

Google/Excel Workspace (Sheets – Formulas, Pivot Tables, Docs, Drive)

Data Cleaning & Verification | Financial & Operational Record-Keeping | Analytical Thinking

Client Relationship Management | Time Management & Problem-Solving

### Tech Projects

#### Fresh Beats User Data | 05/25

*Investigated user patterns and genre trends to suggest content promotion strategies and retention tactics*

- Analyzed user activity data to identify trends, preferences, and patterns
- Segment users based on engagement, activity frequency, or demographics
- Created visualizations to communicate key findings effectively to stakeholders
- Provided recommendations to enhance user engagement and retention strategies

#### NYC\_airbnb\_data | 06/25

*Sprint project analyzing NYC AirBnB data for rental insights*

- Explored the NYC Airbnb dataset to identify key trends and patterns
- Analyzed pricing, availability, and reviewed metrics to provide actionable insights
  - **REVENUE POTENTIAL:** Top listing (ID:49946551) located in the Midtown neighborhood earned \$29,940.00 over 30 days with an estimated annual amount of \$359,280.00
- Created visualizations and dashboards to communicate findings clearly to stakeholders
- Support data-driven decision-making for hosts and property managers

#### Business Analytics Project 07/25

*Analyzed real-world business problems using data-driven methods. The project focuses on simulating how analysts work with cross-functional teams to identify patterns, diagnose issues, and make recommendations that improve operations or drive business growth while using e-commerce data to create funnels and cohort analysis*

- Built a conversion funnel by creating pivot tables that revealed the number of users who convert from each stage of a sale to the next
  - The conversion\_funnel was created to help the company better understand how users were interacting with the website in 3 stages: view, shopping cart, purchase. Our findings concluded that 29.04% of users who viewed the page added items to their shopping cart, and 35.61% of users who added items to their shopping cart, completed a purchase. However; when you look at the total conversion rate, only 10.34% of users completed each of the 3 stages.
- Preprocessed data using filters, pivot tables, and VLOOKUP to prepare it for analysis
- Calculated consumer retention rates and communicated results using an executive summary sheet that had information organized in a clear and concise way

#### Data Visualization With Tableau | 08/25

*Applied data visualization techniques using Tableau to transform raw datasets into meaningful business insights while reviewing the superstore's operations and increasing its profitability to avoid bankruptcy.*

- Used calculated fields, parameters, and filters to enhance interactivity
- Designed multiple visualizations (bar charts, line charts, maps) tailored to business questions
- Built an interactive dashboard with drop-down capabilities and user filters

## Storytelling with Data | 08/25

*Used Tableau to tell a compelling data story. The goal was to combine data analysis with best practices in visualization to clearly and persuasively communicate insights to stakeholders regarding return rates.*

- Conducted a general analysis of the Superstore data that showed what kinds of items were returned the most by creating scatterplots, bar charts, and map visualizations
- Created 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
- Submitted a screen-recorded presentation with final results

## Experience

### **Starting Point Services LLC (Lawn Care Industry) | Owner/Office Manager | 2023- Current | Allentown, PA**

Attention to Detail | Budget Management | Deadline Driven Discipline

- Founded and managed a lawn care services company, overseeing scheduling, customer communication, and service delivery
- Maintained accurate customer records, service documentation, and invoicing
- Handled financial operations, including quoting, billing, and vendor payments
- Directed day-to-day operations, ensuring quality service and customer satisfaction

### **Borrelli & Rivera & Sons LLC (Mortgage Field Services Industry) | Owner | 2014-2022 | Allentown, PA**

Self-Directed Learning | Project Coordination | Self-Led Analysis & Reporting

- Founded and managed a mortgage field services company, overseeing operations, client services, and contractor coordination
- Entered, verified, and maintained compliance documentation and inspection reports for mortgage field clients
- Analyzed data and generated business reports to monitor performance and ensure service-level agreements were met
- Managed financial operations, including invoicing, account tracking, and vendor payments
- Implemented process improvements to enhance accuracy, efficiency, and client satisfaction

## Education

### **TripleTen | Business Intelligence Analytics | 05/25 - Current**

Topics: Python, EDA, Statistical Data Analysis, Business Analytics, SQL, Tableau - Included Applied Projects