

Portfolio Presentation Guide

For Interview Success

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■ Portfolio Overview

When they ask: **"Do you have any projects to show?"**

"Yes, I have a portfolio with four data analysis projects on my GitHub. Each one showcases different skills - from market intelligence and financial analytics to customer behavior analysis and investment modeling. They demonstrate my ability to work with APIs, SQL, Python, and visualization tools like Tableau. Would you like me to walk you through one of them?"

■ Project 1: Market Intelligence Dashboard

Business Problem

Investors needed comprehensive market intelligence to analyze technology sector performance, competitive positioning, and investment risk across major companies.

30-Second Pitch

"I built a platform analyzing \$1.3T in market cap across 15 tech companies. Collected real-time data via APIs, designed database, wrote SQL for competitive analysis and risk metrics, created executive Tableau dashboard."

Key Results

- 100% data collection success (1,350 records/90 days)
- End-to-end pipeline: API → Database → SQL → Visualization
- Advanced SQL: Joins, CTEs, window functions, VaR
- Executive Tableau dashboard for strategic decisions

KPI Talking Points

| KPI | Value | Impact | What to Say |
|-----------------|----------------|-------------------------|---|
| Market Cap | \$1.3T | Comprehensive coverage | "Analyzed 15 tech companies - \$1.3T market cap covering major sector players." |
| Collection Rate | 100% | 1,350 records/90 days | "100% success rate over 90 days - reliability critical for accurate analysis." |
| Companies | 15 | Major tech leaders | "15 tech leaders - enough diversity without overwhelming the analysis." |
| Dashboard | Tableau Public | Executive visualization | "Deployed on Tableau Public - professional, shareable visualizations." |

■ Project 2: Sales Performance Analytics

Business Problem

E-commerce business needed to understand which categories drive revenue, how customer segments behave, which products perform best, and who the most valuable customers are.

30-Second Pitch

"I analyzed \$589K in revenue across 30 customers. Used SQL to identify revenue drivers, segment customers by demographics, rank products. Found Furniture as top category and Millennials as primary demographic."

Key Results

• Identified Furniture as highest revenue potential category • Millennials (25-35) discovered as primary demographic • SQL progression: Basic aggregations to advanced window functions • Created comprehensive documentation for team collaboration

KPI Talking Points

| KPI | Value | Impact | What to Say |
|---------------|-------------|-------------------------|--|
| Total Revenue | \$589K | Complete analysis | "Analyzed \$589K revenue - complete business performance picture." |
| Avg Order | \$19.6K | High-value transactions | "\$19.6K average order - needed careful customer relationship management." |
| Top Category | Furniture | Revenue driver | "Furniture was top category - informed inventory and marketing strategy." |
| Primary Demo | Millennials | Targeted marketing | "Millennials (25-35) were primary demographic - enabled targeted campaigns." |

■ Project 3: Customer Behavior Analytics

Business Problem

Optimize customer retention, predict churn risk, maximize lifetime value, and understand customer journey patterns to reduce acquisition costs and increase profitability.

30-Second Pitch

"Built analytics platform using Google Analytics 4 data. Did cohort analysis for retention tracking, engagement scoring for segmentation, churn prediction model. Enables proactive retention and lifetime value maximization."

Key Results

- Cohort-based retention analysis with lifecycle progression tracking
- Multi-dimensional customer profiling with value tiers
- Churn prediction with intervention prioritization
- Multi-touch attribution optimizing marketing spend

KPI Talking Points

| KPI | Value | Impact | What to Say |
|-----------------|--------------|-------------------------|--|
| Data Source | GA4 | Enterprise platform | "Used real GA4 BigQuery data - shows enterprise analytics platform experience." |
| Cohort Analysis | Monthly | Retention tracking | "Month-over-month cohorts - identified loyalty patterns over time." |
| Engagement | Multi-tier | Customer classification | "Weighted scoring - classified customers into High/Medium/Low engagement tiers." |
| Churn Model | Risk scoring | Proactive intervention | "Risk scores prioritize who needs intervention - prevents loss proactively." |
| Attribution | Multi-touch | Marketing optimization | "Mapped customer journey - shows what drives conversions, optimizes spend." |

■ Project 4: Real Estate Investment Analysis

Business Problem

Real estate investors need systematic approach to evaluate properties, calculate ROI metrics, assess market conditions, and identify optimal investment opportunities based on multi-factor financial analysis.

30-Second Pitch

"Built investment system integrating 3 APIs - property valuations, economic indicators, market analytics. Calculate ROI metrics (cap rate, cash flow), perform geographic analysis, use weighted scoring to rank opportunities systematically."

Key Results

• Multi-API integration (RentCast, FRED, ATTOM) with error handling • Financial analytics: Cap rate, cash flow, ROI projections • SQL progression: 5 complexity levels from basic to advanced CTEs • Multi-factor investment scoring for systematic property evaluation

KPI Talking Points

| KPI | Value | Impact | What to Say |
|-------------------|----------------|-----------------------|--|
| API Integration | 3 sources | Complete data picture | "Integrated RentCast, FRED, ATTOM - demonstrates multi-source handling." |
| Financial Metrics | Cap/ROI/Flow | Real investor metrics | "Calculate cap rate, cash flow, ROI - metrics investors actually use." |
| SQL Levels | 5 complexity | Basic to advanced | "Designed 5 SQL complexity levels - basic aggregations to complex CTEs." |
| Scoring | Multi-factor | Objective ranking | "Algorithm weighs 5+ factors - systematic, data-driven decisions." |
| Geographic | Location-based | Market timing | "Location analysis shows pricing trends and velocity - timing is key." |

■ Tips for Interview Success

| DO ✓ | DON'T ✗ |
|---|----------------------------------|
| Use "I" statements | Read word-for-word |
| Tell stories: Problem → Solution → Impact | Jump into technical jargon first |
| Show enthusiasm | Apologize or downplay work |
| Connect to their role | Ramble - stick to 30s/2min |
| Pause for questions | Forget to breathe |

■ Practice Strategy

1. Pick ONE project (Market Intelligence or Customer Behavior) 2. Practice 30-second pitch until smooth 3. Memorize key KPIs: \$1.3T, \$589K, 100%, GA4 4. Have project PDF ready but don't read from it 5. Remember: Show impact, not just implementation

Remember: You're showing a hiring manager you can solve business problems with data. Focus on **impact**, not just technical details. **You got this!** ■