

# Portfolio Presentation Guide

For Interview Success

**Salomón Santiago Esquivel**

Data Analyst | 6+ Years Experience

## ■ 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

### 30-Second Pitch

*"I built a market intelligence platform that analyzes over \$1.3 trillion in market cap across 15 major tech companies. I collected real-time financial data through APIs, stored it in a database, wrote SQL queries for competitive analysis and risk metrics, and created an executive dashboard in Tableau. It demonstrates my ability to build end-to-end data pipelines from collection to visualization."*

### 2-Minute Storytelling Version

#### Start with the problem:

*"The goal was to create a comprehensive market intelligence platform for analyzing the technology sector. Investors needed insights into competitive positioning, market trends, and investment risk across major companies."*

#### Your approach:

*"I started by integrating with the Alpha Vantage API using Python to collect real-time financial data. I pulled stock prices and fundamentals for 15 companies over 90 days - that's about 1,350 data points. I achieved a 100% success rate, which was important because missing data would skew the analysis."*

*"Then I designed a SQLite database to store everything efficiently. The interesting part was writing the SQL queries - I did competitive analysis comparing companies, calculated Value at Risk for portfolio metrics, and created business intelligence queries for strategic insights."*

*"Finally, I built the visualization in Tableau Public. The dashboard shows market positioning, performance trends, and risk metrics in a way that executives could quickly understand and act on."*

### **The impact:**

*"This project shows I can handle the full data pipeline - API integration, database design, advanced SQL analytics, and executive-level storytelling through visualization. It's the kind of end-to-end work I'd be doing in this role."*

## KPI Talking Points (Conversational)

KPI	Value	Impact	What to Say
Market Cap Analyzed	\$1.3 Trillion	Comprehensive market coverage	"I analyzed 15 major tech companies representing over a trillion dollars in market cap."
Data Collection Rate	100%	1,350 records across 90 days	"I achieved 100% success collecting data over 90 days. That reliability was key."
Companies Tracked	15	Major technology sector leaders	"I focused on 15 tech sector leaders. This gave us enough diversity to see trends."
Dashboard Deployment	Tableau Public	Executive-level visualization	"I deployed on Tableau Public, making it accessible and showing I can create professional reports."

## If They Ask Technical Questions

Q: What SQL techniques?	A: "Multi-table joins, CTEs, window functions. For example, I calculated Value at Risk using rolling averages."
Q: Why SQLite?	A: "Perfect for this project - lightweight, no server needed. In production, I'd consider PostgreSQL for scalability."
Q: How to improve?	A: "Add real-time updating, incorporate news sentiment, add predictive analytics, build alerts for anomalies."

# ■ Project 2: Sales Performance Analytics

## 30-Second Pitch

*"I analyzed sales performance for an e-commerce business - about \$589,000 in revenue across 30 customers. I collected data from an API, used SQL to analyze which categories drove revenue, segmented customers by demographics, and identified top-performing products. I also created comprehensive SQL documentation that other analysts could use."*

## Key KPIs to Mention

KPI	Value	Impact	What to Say
Total Revenue	\$589,089	Comprehensive revenue analysis	Just under \$590K in total revenue - gave us a complete picture of business
Avg Order Value	\$19,636	High-value transaction insights	Almost \$20K average order value told us we needed careful customer rela
Top Category	Furniture	Highest revenue potential	"Furniture emerged as top revenue category - directly informed inventory an
Primary Demo	Millennials (25-35)	Targeted marketing focus	"Millennials were the primary demographic - enabled targeted marketing tow

## Story to Tell

*"This e-commerce business needed answers: Which categories drive revenue? How do customer segments behave? I used SQL progressively - from basic aggregations to window functions for ranking. I found Furniture was top revenue, Millennials were the primary demographic, and the \$19K average order value told us we needed careful relationship management. The documentation I created meant other analysts could understand and build on my work."*

# ■ Project 3: Customer Behavior Analytics

## 30-Second Pitch

*"I built a customer behavior analytics platform using Google Analytics 4 data. I did cohort analysis to track retention month-over-month, created customer segmentation based on engagement scoring, and built a churn prediction model. This helps businesses proactively prevent customer loss and maximize lifetime value."*

## Key Points to Emphasize

KPI	Value	Impact	What to Say
Data Source	Google Analytics 4	Real enterprise platform	"I used real GA4 data from BigQuery - demonstrates I can work with enterp
Cohort Analysis	Month-over-month	Retention pattern identification	"I built cohort tracking to identify loyalty patterns and see how retention evol
Engagement Scoring	Multi-dimensional	Customer tier classification	"I created weighted engagement scores to classify customers into High, Me
Churn Prediction	Risk scoring	Proactive intervention	"The churn model scores customers by risk and prioritizes who needs inter
Multi-touch Attribution	Journey optimization	Marketing spend optimization	"I mapped the customer journey to show what actually drives conversions a

## The Impact Story

*"This platform enables proactive churn prevention instead of reactive damage control. It personalizes customer engagement based on behavior tiers and optimizes marketing spend by showing what actually drives conversions. Using real GA4 data demonstrates I can work with enterprise analytics platforms - exactly what most companies use."*

# ■ Project 4: Real Estate Investment Analysis

## 30-Second Pitch

*"I built a real estate investment analysis system that integrates data from three different APIs - property valuations, economic indicators, and market analytics. I calculate ROI metrics like cap rate and cash-on-cash return, perform geographic analysis for market trends, and have a weighted scoring algorithm to rank investment opportunities."*

## What Makes This Impressive

KPI	Value	Impact	What to Say
API Integration	3 sources	RentCast, FRED, ATTOM	"I integrated three APIs for a complete picture - demonstrates multi-source"
Financial Modeling	Cap Rate, ROI, Cash Flow	Real investor metrics	"I calculate the key metrics investors actually use - cap rate, cash flow, and"
SQL Progression	5 complexity levels	Basic to advanced queries	"I designed SQL queries from basic to advanced - shows range from simple"
Investment Scoring	Multi-factor algorithm	5+ weighted factors	"The scoring algorithm weighs multiple factors objectively - systematic and"
Geographic Analysis	Location-based	Market velocity & trends	"Location analysis shows pricing trends and market velocity - timing is every"

## Story Flow

*"Real estate investors can't rely on gut feelings when investing hundreds of thousands. I integrated three data sources for a complete picture, built financial models with the metrics investors actually use, added geographic analysis to catch market trends, and created a systematic scoring algorithm. It's having a framework instead of guessing - reduces risk through comprehensive, data-driven analysis."*

# ■ Tips for Sounding Natural

DO ✓	DON'T ✗
Use "I" statements: "I built..." "I analyzed..."	Read word-for-word from the PDF
Tell stories: Problem → Approach → Impact	Jump into technical jargon unless asked
Use analogies: "Like GPS for investments"	Apologize or downplay: "It's just small..."
Show enthusiasm: "The interesting part was..."	Ramble - stick to 30s or 2min versions
Connect to role: "Similar to what I'd do here"	Forget to breathe and pause for questions

## ■ Handling Common Situations

<b>If they seem bored:</b>	"I can share more details if you'd like, or we can move on to your questions."
<b>If they want technical depth:</b>	"Happy to dive deeper into the SQL techniques or walk through specific queries."
<b>Most proud of?:</b>	"Market Intelligence - shows full pipeline. Customer Behavior - solves real business problems."
<b>We use Power BI:</b>	"The tool is just the medium - what matters is telling the data story effectively. I can work with any BI tool."

## ■ Practice Strategy

1. Pick ONE project (Market Intelligence or Customer Behavior recommended)
2. Practice the 30-second pitch until smooth without looking
3. Practice the 2-minute version - focus on flow, not memorization
4. Memorize key KPIs: \$1.3T, \$589K, 100%, etc.
5. Have the project PDF ready as backup but don't read from it

**<b>Remember:</b>** You're not presenting a school project. You're showing a hiring manager that you can