

# Portfolio Presentation Guide

## For Interview Success

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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 analyzing \$1.3T in market cap across 15 major tech companies. I collected real-time financial data through APIs, designed a database, wrote SQL for competitive analysis and risk metrics, and created an executive Tableau dashboard showing end-to-end pipeline capability."*

## 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."

## If Asked Technical Questions

<b>Q: SQL techniques?</b>	"Multi-table joins, CTEs, window functions for Value at Risk calculations."
<b>Q: Why SQLite?</b>	"Lightweight, no server needed. For production I'd use PostgreSQL."
<b>Q: Improvements?</b>	"Real-time updates, news sentiment, predictive analytics, market alerts."

# ■ Project 2: Sales Performance Analytics

## 30-Second Pitch

*"I analyzed \$589K in e-commerce revenue across 30 customers. Used SQL to identify revenue drivers, segment customers by demographics, rank products, and create documentation for team use. Found Furniture as top category and Millennials as primary demographic."*

## 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

## 30-Second Pitch

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

## 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

## 30-Second Pitch

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

## 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!** ■