

Saul Rodriguez-Martinez

Data Analyst

Lynnwood, WA | [Email](#) | [LinkedIn](#) | [Portfolio](#) 425.521.7654

SKILLS & COMPETENCIES

Languages: Python, SQL, R, Excel

Platforms: Jupyterlab, Tableau, Google Data Studio, RStudio, MySQL, Anaconda

Competencies: Business Analysis, Data Manipulation, Data Cleaning, Machine Learning, Data Visualization, Predictive Modeling, Database Optimization, Data Story-Telling, Agile Methodologies, Statistical Data Analysis, Product Analysis, **Power BI**, Storytelling

PROFESSIONAL EXPERIENCE

Capstone Analyst | Seattle Police Department

Analyzed Seattle crime data (2008–present) to identify trends in crime types, high-crime areas, and contributing factors, providing actionable insights to improve public safety.

- Conducted data cleaning, transformation, and validation to ensure accuracy and reliability.
- Leveraged statistical techniques, including decision trees and geospatial analysis, to uncover key patterns and trends.
- Identified significant crime trends and high-crime locations, enabling data-driven resource allocation. Highlighted factors contributing to crime rates, supporting strategic interventions.
- Presented complex findings through interactive dashboards with KPIs, enhancing decision-making and promoting data literacy to address crime trends and improve public safety strategies.

Customer Insight Analyst | Netflix Review Analysis

Analyzed Netflix reviews to identify themes in negative feedback predicting subscription cancellations. Uncovered recurring issues driving dissatisfaction to inform strategies for improving customer retention.

- Identified five main issues, including app crashes (17,840 reviews) and content dissatisfaction (11,223 reviews).
- Performed topic modeling (LDA) and sentiment analysis using Python.
- Delivered actionable recommendations to improve app reliability, content offerings, and account management, reducing churn risk.

Sports Analyst | NFL Super Bowl Analysis

Analyzed Super Bowl data to identify trends in game outcomes, winning margins, and team performance, uncovering key insights to enhance understanding of the game's competitiveness.

- Cleaned and prepared Super Bowl data, ensuring accuracy by addressing null values and standardizing key columns.
- Engineered features like Winning Margin and Losing Margin to analyze team performance and game outcomes.
- Identified key trends, including the Pittsburgh Steelers' dominance (6 wins, avg. margin 7.5 points) and 46.3% of games being "close" (10 points or fewer).
- Presented findings through interactive visualizations, delivering actionable insights into Super Bowl trends and enhancing understanding of the NFL's flagship event.

HVAC Technician | CM Heating & Blue Flame Heating & Air

- Diagnosed and repaired HVAC systems (2 units daily), addressing mechanical and electrical issues. Performed routine maintenance to optimize efficiency, with furnace replacements lasting 10-15 years.
- Interpreted technical diagrams for accurate repairs and advised clients on system performance and maintenance.

Youth Mentor | Assemblies of God Community Outreach

- Led a team of four mentors for a youth group in organizing homeless assistance programs across Snohomish and King Counties, supporting hundreds of community members in need.
- Collaborated on strategies for community engagement, fostering teamwork, empathy, and leadership skills.

EDUCATION

Data Analysis Certificate | Central Washington University

Running Start | Edmonds Community College (Dual Enrollment for College credits)