Saul Rodriguez-Martinez
Data Analyst

Data analyst with expertise in statistical analysis, data visualization, and problem-solving. Proficient in Python, SQL, and Tableau, with experience analyzing complex datasets to drive business decisions. Demonstrated through a portfolio of practical, real-world projects.

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EXPERIENCE

Crime Analysis – Seattle Police Department
11/2024 (Washington, USA)

- **Big Data Cleaning:** In analyzing Seattle Police crime data, the focus was on thorough cleaning to ensure accurate insights. This process included removing duplicates, handling missing values, and standardizing formats across variables like incident type, date, and location. By addressing inconsistencies and aligning data, the analysis provided reliable results to uncover crime trends and patterns in the city
- **Categorization & Statistical Analysis:** Time values were categorized into periods—Morning, Afternoon, Evening, and Night—based on predefined ranges. This transformation simplified analysis and revealed crime distribution across the day. Using descriptive statistics, the frequency of incidents in each time category was calculated, providing clear insights into temporal crime trends and helping identify peak activity periods.
- **Key Insights:** Offenses spiked sharply in 2020, peaking at 767 offenses in one day, likely due to pandemic-related identity theft targeting unemployment and aid programs. Capitol Hill, Downtown Commercial, and Queen Anne recorded the highest crime rates, with over 19,000 offenses each, underscoring the need for targeted safety measures. Crimes occur most frequently at night, with Burglary, Theft from Motor Vehicles, and Vandalism dominating over the past five years.

Customer Insight Analyst – Netflix Reviews
10/2024 (Seattle, USA)

- **Exploratory Analysis & LDA Topic Modeling:** Conducted exploratory analysis to understand basic patterns, followed by data preprocessing and cleaning to remove irrelevant information and standardize reviews for text analysis. Applied Latent Dirichlet Allocation (LDA) to identify 5 primary themes in negative reviews.
- **Sentiment Analysis & Customer Retention Insights:** Through sentiment analysis, I categorized the reviews into topics, with app-related issues (Topic 2) being the most common, followed by other issues (Topic 3), content-related problems (Topic 4), and account/payment issues (Topic 5). Customer retention insights revealed that recurring technical problems and billing issues are key indicators of users at risk of unsubscribing.
- **Key Insights:** The analysis showed that technical complaints (Topics 1 and 2) dominated, with 29,063 reviews, highlighting critical app performance issues. Content dissatisfaction contributed to low sentiment, particularly in certain regions. Longer reviews often pointed to unresolved billing or app problems. Yearly trends revealed an increase in technical complaints, indicating rising user expectations for app reliability.

Sports Analyst – Super Bowl 1967-2020
11/2024 (Seattle, USA)

- **Data Preprocessing:** Thoroughly examined to ensure completeness and consistency, particularly in the Winner Pts and Loser Pts columns. Any null values present were addressed appropriately to prevent skewed calculations and ensure accurate results.
- **Feature Engineering:** I introduced two new columns: Winning Margin (Winner Pts - Loser Pts), which highlights the size of each team's victory, and Losing Margin, calculated for completeness, with the main focus on the Winning Margin.
- **Trend and Consistency Analysis Insights:** The Pittsburgh Steelers and New England Patriots each have 6 Super Bowl wins, with the Steelers leading in average winning margin (7.5 points vs. 4.83). The 49ers hold the largest winning margin at 45 points. 46.3% of Super Bowls were decided by 10 points or fewer, while 53.7% were blowouts. Winning margins have decreased since the 2000s, with the 60s-90s showing more consistent high margins.

EDUCATION

Data Analytics
Central Washington University
2024 (Seattle, WA)
- Data Analysis Certificate: Upright
- Course Highlights: Data Analytics Methods, Applications, and Statistical Analysis.

High School Diploma
Edmonds Woodway High | EDCC (Running Start)
2018- 2019 (Edmonds, WA)
- High School Diploma
- Dual Education EDCC College credits: Gen Ed
- EDCC Highlights: Psychology, Financial Management, Composition Course, and Effective Communication.

SKILLS

Data Analysis:
Microsoft Excel, SQL, Python (Pandas, NumPy), R

Data Visualization:
Tableau, Python (matplotlib, seaborn), Microsoft Excel

Database:
MySQL, PostgreSQL, SQLServer

Soft Skills:
Work Ethic, Time Management, Adaptability, Communication, Storytelling, Critical Thinking, Collaboration, Leadership Skills, Improve Performance, Technical Writing, Customer Segmentation, and Solutions

Hard Skills:
Business Analysis, Data Manipulation, Data Cleaning, Machine Learning, Data Visualization, Predictive Modeling, Database Optimization, Agile Methodologies, Statistical Data Analysis, Product Analysis, Power B, Large Datasets, Data Storytelling, A/B Testing, Hypothesis Testing, Regression Analysis,

CERTIFICATES

Data Analytics Bootcamp (2023)
Online Course - alextheanalyst.com

Data Analytics CWU (2023)
Online Course - uprighteducation.com

PORTFOLIO

Exclusive write-ups, coding, and detailed reports.

The projects cover data cleaning, data transformation, data analysis, data modelling, data engineering and data visualization across tools like `Python`, `SQL`, and `Tableau`.