**Key Responsibilities & Impact**As the Spatial Analyst, I led the creation of Tableau visualizations that distilled raw campaign and demographic data into actionable state­level insights. I developed a custom ROI Score metric, balancing conversion volume against cost per acquisition. This helped to highlight the most and least efficient markets. By mapping these ROI scores and other KPIs, I enabled the team to quickly identify high-return geographies (e.g., Colorado, North Dakota, Texas) and underperforming regions, directly informing our budget reallocation recommendations.

**Data Preparation & Presentation Enhancement**For the final presentation, I worked on updating fonts, resizing visualizations for readability, and enforcing a consistent layout. These design improvements made the insights immediately accessible to cross-functional stakeholders, ensuring our findings were both visually engaging and easy to interpret.

**Overall Impact** By combining rigorous data preparation, custom ROI calculations, and polished Tableau dashboards, I turned complex spatial patterns into clear, strategic guidance. Our cross-functional team used these visuals to prioritize high-ROI states and adjust creative and inventory plans accordingly, laying the groundwork for a more targeted and cost-effective marketing strategy.