Ernesto Diaz

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SUMMARY

Analytical and detail-oriented Business Analytics student with hands-on experience and over 100 hours of coursework in data analysis, modeling, and visualization using Python, SQL, Excel, and Power BI. Skilled at organizing and interpreting large datasets, communicating insights, and building data-driven solutions to support smarter business decisions. I've worked on projects involving financial modeling, multi-industry research, and reporting — giving me a strong foundation in technical and strategic thinking.

EDUCATION

Muma College of Business – University of South Florida   **Aug 2022 - May 2026**
BS, Business Analytics and Information Systems   *Tampa, FL*
- **Achievements:** Bright Futures Academic Scholarship
- **Coursework:** Exploratory Data Analysis in SQL, Python for Finance, Data Modeling in Power BI, Data Manipulation with pandas,- Intermediate SQL, Financial Modeling in Excel, Supervised learning with scikit-learn, Data Visualizations with Seaborn

Florence University of the Arts   **May 2025 - Jun 2025**
USF in Florence Business   *Florence, Italy*
- **Achievements:** USF World Bulls Abroad Award
- **Coursework:** Principles of Finance

AWARDS

- **Bright Futures Academic Scholarship:** Recognized for academic excellence with a minimum GPA of 3.5 and the minimum required SAT score of 1330, while demonstrating commitment to community service with over 100 hours of public volunteering.
- **USF World Bulls Abroad Award:** As support for participation in the Florence in Business program at Florence University of the Arts.

EXPERIENCE

Knack | *Data/Statistics Tutor*   **May 2024 - Present**
- Created individualized learning plans for college-level students with data-driven insights, resulting in a 25% improvement in scores.
- Earned consistent 5-star ratings by effectively communicating complex concepts to diverse learners and providing data-driven feedback.
- Enhanced communication skills by effectively simplifying quantitative concepts to support data-driven academic improvement.

Colegio Yannette | *Data Analytics Intern*   **Apr 2020 - Jun 2020**
- Managed the registration and updates of critical data for over 200 students in a remote database system, ensuring data integrity.
- Reviewed invoices and payments, identifying opportunities for process improvements and enhancing data clarity and efficiency.
- Strengthened data quality control and improved operational efficiency through data entry, using Excel

PROJECTS

Startup Industry Growth & Investment Analysis | Python, Pandas, Matplotlib, Seaborn | Github repo
- Analyzed dataset of 5,000 startups across 10+ countries and 7+ industries, identifying trends in funding, growth rates, and valuations.
- Created 6+ visualizations: heatmaps, trend charts, and forecast models, to uncover correlations, investment patterns, and bias.
- Improved ability to transform complex, multi-variable datasets into clear, strategic recommendations for investors and startups.

NYC Public Schools SAT Performance Analysis | Python, Pandas | DataLab
- Analyzed the SAT performance from 375+ NYC public schools to identify high-performing districts and underperforming areas.
- Calculated key measures, such as average scores, standard deviation, and borough trends, to guide resource allocation methods.
- Ranked and organized the top 10 schools by overall performance and visualized findings through data-structured visualization.

Hotel Branch Performance Evaluation | PostgreSQL | DataLab
- Queried customer reviews from a PostgreSQL database to isolate underperforming branches with satisfaction scores falling below 4.5.
- Performed service category analysis and specific performance gaps by category, helping to prioritize targeted quality improvements.
- Presented actionable insights via comprehensive SQL reports for potential use in managerial KPI dashboards and decision-making.

Retail Sales Dashboard and Trend Analysis | Tableau, Excel
- Analyzed over 7,000 rows of retail sales data to uncover revenue trends, seasonal patterns, and important product performance insights.
- Enhanced dashboard usability and improved real-time decision-making by incorporating calculated fields and summary KPIs.
- Designed and deployed an interactive Tableau dashboard featuring dynamic filters and visualizations for business stakeholders.

LEADERSHIP & VOLUNTEERING

Oasis Church | *Lead Volunteer*   **Aug 2021 - Dec 2021**
- Supervised and guided a volunteer team through the planning of the decoration process for one of the state's largest holiday shows.
- Coordinated the setup and arrangement of various large-scale adornments, creating a warm and inviting environment for visitors.

TECHNICAL SKILLS

- **Languages:** Python, PostgreSQL, Snowflake SQL, Spanish (fluent)
- **Frameworks & Libraries:** Pandas, NumPy, Matplotlib, Seaborn, scikit-learn, dbt
- **Tools & Technologies:** Git, Airflow, Snowflake, Tableau, Power BI, Excel, Shell
- **Skills:** Data Analysis, Forecasting, KPI Dashboards, PivotTables

CERTIFICATIONS

- DataCamp SQL Associate
- DataCamp Data Analyst Associate