

GIULIA MANCINI

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<https://www.linkedin.com/in/giuliamancini25/> | <https://github.com/Business-Analytics-Portfolio>

EXECUTIVE SUMMARY

Business Analytics graduate with hands-on experience turning data into actionable insights. Proficient in SQL, Python, Power BI, Excel, and Tableau. Skilled at analyzing complex datasets, building dashboards, and delivering data-driven recommendations that support strategic decision-making and business improvement. Fluent in English and Portuguese, with strong communication skills across diverse teams and audiences.

EDUCATION

University of Central Florida, Orlando, FL

Master of Science in Business Analytics

2025

Bachelor of Science in Business Administration, Integrated Business

2023

TECHNICAL SKILLS

Programming Languages: SQL (MySQL), Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn), R (Tidyverse), SAS

Tools & Platforms: Tableau, Power BI, Jupyter Notebook, Microsoft Office (Excel, Word, Power Point)

PROJECTS

Capstone Project – U.S. I-94 Arrivals Policy Analysis (In progress – Summer 2025)

Python (Pandas, Statsmodels, Matplotlib), Excel

- Investigating the effect of major U.S. policy changes (e.g., 2017 travel ban, COVID-19 restrictions) on international travel to the U.S. using I-94 arrival data
- Performing log-transformed time series analysis, moving averages, and interrupted time series regression to estimate policy impacts
- Analyzing monthly arrivals from 2000 to present, with a focus on countries affected by policy shifts such as Iran, China, and Brazil
- Using Python for data cleaning, visualization, and modeling to generate insights for business, policy, and tourism applications

Airbnb Market Analysis – Tableau Dashboard

SQL, Tableau, Excel

- Built an interactive Tableau dashboard to explore NYC Airbnb listings by price, room type, and availability
- Cleaned and transformed raw data using SQL to improve accuracy and support reliable visualizations
- Uncovered neighborhood-level pricing patterns and availability trends to inform host decision-making and market positioning

Sales Performance Analysis

Python (Pandas, Matplotlib, Seaborn), Jupyter Notebook

- Analyzed a retail sales dataset using pandas to explore revenue, product performance, and seasonal trends across multiple regions.
- Performed data cleaning, aggregation, and feature engineering to derive key metrics such as average order value and product return rate.
- Built visualizations (line charts, bar graphs, heatmaps) to track sales by month, category, and customer segment.
- Identified that summer sales consistently underperformed in the Southeast region, revealing an opportunity to adjust seasonal promotions and inventory levels.

EXPERIENCE

UNIVERSITY OF CENTRAL FLORIDA – Orlando, FL

January 2025 - Present

Graduate Teaching Assistant

- Leveraged Excel and Power BI to analyze student performance data across semesters, identifying trends and providing actionable insights to faculty for course enhancement.
- Graded assignments and supported over 1,000 students in the GEB Career Professional Series, maintaining accuracy and consistency across a high-volume workload.
- Held weekly office hours to guide students through course material and career readiness tasks, enhancing

overall engagement and student experience

POP ID – Orlando, FL

August 2023- March 2024

Marketing Intern

- Built weekly dashboards and summary reports analyzing engagement data from 800+ student organizations
- Led 10+ campus events, increasing student engagement and brand visibility by over 50%
- Analyzed demographic and engagement trends using Excel to improve campaign targeting and outreach strategy

COMMERCIAL BUILDING CONSULTANTS – Orlando, FL

May 2023- September 2023

Business Analyst Intern

- Researched market trends and identified growth opportunities, presenting findings to leadership for strategic planning
- Developed internal reports and visual summaries using Excel and PowerPoint to communicate key business insights
- Supported decision-making by highlighting performance trends and data-driven recommendations

THE FITBIZ CPA – Orlando, FL

May 2023-September 2023

CRM & Marketing Analyst Intern

- Tracked sales progress and supported lead generation efforts using Salesforce CRM
- Maintained and updated customer records to ensure accurate reporting and streamlined outreach
- Assisted in planning promotional events and represented the company at trade shows to generate qualified leads

UCF ATHLETICS – Orlando, FL

August 2022- December 2022

Marketing Internship

- Contributed to 50+ GameDay events across football, basketball, soccer, and volleyball, supporting fan experiences for 5,000 to 50,000 attendees
- Collaborated with the marketing team to create and distribute promotional materials for campus and athletic events
- Resolved real-time issues during events to ensure smooth operations and a positive fan experience

COURSES AND CERTIFICATIONS

- **Google Data Analytics Professional Certificate** – Coursera (*In Progress*)
- **Associate Data Analyst in SQL** – Data Camp (2025)
- **Learning Power BI Desktop** – LinkedIn Learning (2025)