JONNA MAE DEOCARIZA

DATA ANALYST

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https://junamidcrz.github.io/Online-Portfolio/
West Fairview, Quezon City

SKILLS

- SQL (MySQL, SQL Server, Snowflake)
- HTML, CSS, PHP, Javascript
- Tableau
- Microsoft Power BI
- Hubspot
- Excel (Advance Functions, Pivot Table)
- Canva and Figma

PROJECTS

Show Calendar for EMERALD - Team Project (Lead)   **January 2024**
- Created the project using **Tableau** for visualization and **Figma** for design.
- This project provides a comprehensive view of all upcoming shows for EMERALD, allowing users to easily track and visualize show schedules, ensuring timely follow-up actions post-event.
- **Excel** was used to scaffold the data and fill in missing event dates, as the original data source was incomplete.

Pacing Dashboards for EMERALD - Team Project (Lead)   **July 2024**
- Created the project using **Tableau** for visualization and **Figma** for design.
- This project showcases a comprehensive analysis of sales, registrants, and attendance pacing for EMERALD events. The dashboards are designed to offer a comprehensive view of event performance, helping to track trends, evaluate revenue, and understand attendee demographics and geography.

Apocalypse Sales Dashboard - Personal Project   **August 2024**
- Created a **Power BI** dashboard to help the client track their annual sales.
- Prepared the data using **Power Query**, created new dimensions and measures as needed, modeled and analyzed the data to uncover patterns and trends, and delivered data-driven insights through the dashboard.
- Used **Excel** to prepare four datasets: Sales, Store, Buyer, and Customer Information.

PROFESSIONAL EXPERIENCE

Data Governance Analyst (Lead)   **June 2023 - Present**
CISCOR Managed Outsource Solutions - Quezon City, Philippines

- Collaborated with EMERALD stakeholders to identify tasks and projects.
- Created data visualizations using **Tableau** and utilized **Excel** for data preparation and analysis with advanced functions like VLOOKUP, SUMIFs, TRIM, COUNTIFs, Pivot Tables, etc.
- Extracted data via SQL queries in **SQL Server** and **Snowflake**.
- Conducted quality assurance on Tableau reports before publishing.
- Exported lists from **Hubspot** and managed duplicate records.
- Managed event promo codes, including creation, updates, and updated marketers on code statuses via **Outlook.**
- Led the Data Governance Team by assigning and tracking tasks using **Smartsheet**.

Tiktok Curator (Part-time)   **July 2024 - Present**
Tiktok Data Cycling Center - Remote

- Organized TikTok content strategically.
- Identified and labeled 4,893 relevant videos of e-commerce content.
- Labeled 21,044 TikTok accounts by age group and gender, achieving 94.89% accuracy.

Tech Support Intern   **September 2022 - March 2023**
RGS Global Solutions - Quezon City, Philippines

- Provided computer sardware and software troubleshooting support.
- Computer and laptop cloning, formatting and OS installation.
- Network configuration.
- Managed the ticketing system.
- Handled active directory management.

CERTIFICATES

Microsoft Excel Course Beginner to Expert 2023   **November 2023**
Udemy
https://www.udemy.com/certificate/UC-f045296c-4095-48c4-9370-60989beaa214/

IBM Introduction to Data Analytics   **July 2023**
Coursera
https://www.coursera.org/account/accomplishments/verify/FA4SCCTUCD42

SQL Advanced Certificate   **July 2023**
HackerRank
https://www.hackerrank.com/certificates/58c66ff1eac8

Hands-On SQL Server, Management Studio, SQL Queries, Azure Studio   **July 2023**
Udemy
https://www.udemy.com/certificate/UC-ea7615ac-ba2e-4cf2-a4e0-cfd8e1991d7b/

Contact Center Services NCII   **August 2022**
Tesda

EDUCATION

Bachelor of Science in Information Technology   **August 2019 - July 2023**
College of Computer Studies
Quezon City University

General Academic Strand   **June 2016 - May 2018**
Senior High School
Polytechnic University of the Philippines

- Graduated with Honors
- Academic Awardee in Social Studies & Athletics