

## SKILLS

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- SQL (MySQL, PostgreSQL)
- Excel (VLOOKUP/XLOOKUP, Pivot Tables, Charts & Graphs, Conditional Formatting, Dashboard Creation)
- Tableau (Dashboards, Filters)
- Microsoft Power BI (Power Query, Report Design)

## PROJECTS

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### AI-Simulated Casino Player Behavior and Revenue Insights

- Created an interactive dashboard in **Excel** to analyze player behavior by age group, preferred game, and membership tier
- Performed customer segmentation and trend analysis using **Pivot Tables** and **filters** to identify high-value patrons
- Visualized key metrics such as revenue per player, session duration, and visit frequency using dynamic charts based on an AI-simulated dataset

### Casino Customer Insights: An Exploratory Data Analysis

- Conducted **exploratory data analysis** using **PostgreSQL** on an AI-simulated casino dataset to uncover trends in churn rate, revenue patterns, and player behavior
- Analyzed churn across membership tiers, gender, age group, and state to identify high-risk segments and retention opportunities
- Explored revenue contributions, session durations, jackpot winners, and betting preferences using **aggregations**, **window functions**, and **logical case statements**

### Casino Player Insights Dashboard

- Designed a comprehensive dashboard in **Tableau** to monitor player behavior, revenue trends, and churn rates by membership tier
- Visualized geographic revenue distribution and game-type performance using **maps** and **pie charts** for executive-level reporting
- Delivered an interactive platform with dynamic filters for analyzing in-house vs. online spending and year-over-year revenue growth

### Retail Sales Data Cleaning Project (Kaggle Dataset)

- Cleaned a messy transactional sales dataset using **PostgreSQL** by standardizing values, converting text fields to proper numeric, date, and boolean types using **regex** and **conditional logic**
- Validated record formats (e.g., customer IDs, item codes), confirmed absence of **duplicate** transactions, and removed rows with **nulls** in critical fields to ensure data quality
- Transformed and cleaned a working copy of the raw sales table, then finalized and renamed it as **retail\_sales\_final**, resulting in a structured dataset ready for analysis

**Retail Sales Exploratory Data Analysis (PostgreSQL)**

- Performed comprehensive **EDA** on cleaned retail sales data to identify patterns in transaction volume, average spend, and item frequency.
- Analyzed customer behavior by comparing one-time vs. returning buyers, identifying top spenders, and determining most frequently purchased items per customer using **window functions**
- Explored revenue trends across product categories, discount usage, payment methods, and locations, including daily and monthly sales performance

**Retail Store Performance Dashboard**

- Built an interactive dashboard in **Power BI** to monitor key retail KPIs such as total revenue, average spent, total transactions, and items sold
- Visualized revenue breakdowns by product category, location, and payment method, with monthly trend analysis to uncover sales seasonality
- Analyzed top-spending customers, online vs. in-store performance, and discount utilization using dynamic filters and visual summaries

**WORK EXPERIENCE**

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**Marketing VIP Services Host**  
at **D’Heights Resort & Casino – Full Time**

**November 2022 – March 2025**  
Clark Pampanga

- Built and maintained strong relationships with VIP patrons, ensuring a premium gaming and hospitality experience.
- Monitored win/loss performance to analyze gaming trends, track player behavior, and identify high-value customers for targeted marketing efforts.
- Coordinated personalized services, exclusive promotions, and special events to enhance customer engagement and retention.
- Collaborated with the marketing team to develop customized loyalty programs and implement strategic initiatives that boosted patron satisfaction.
- Maintained and updated a VIP patron database, tracking visit frequency, spending habits, and promotional effectiveness to optimize engagement strategies.
- Analyzed customer feedback and player preferences to improve marketing strategies and VIP service offerings.
- Handled guest concerns and service recovery efforts with a proactive, customer-first approach to ensure a seamless VIP experience and maintain brand reputation.

**EDUCATION**

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**Bachelor of Science in Hospitality Management**  
at **Pampanga State Agricultural University**

**August 2022**  
Magalang, Pampanga