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Lemuel Herrera

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Data Analyst

**SKILLS**

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* Excel (VLOOKUP/XLOOKUP, Pivot Tables, Charts & Graphs, Conditional Formatting, Dashboard Creation)
* SQL (MySQL, PostgreSQL)

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* Tableau (Dashboards, Filters)
* Microsoft Power BI (Power Query, Report Design)

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**PROJECTS**

* 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
* Designed a comprehensive dashboard in **Tableau** to monitor player behavior, revenue trends, and churn rates by membership tier
* Delivered an interactive platform with dynamic filters for analyzing in-house vs. online spending and year-over-year revenue growth
* Conducted **exploratory data analysis** using **PostgreSQL** on an AI-simulated casino dataset to uncover trends in churn rate, revenue patterns, and player behavior
* Explored revenue contributions, session durations, jackpot winners, and betting preferences using **aggregations, window functions**, and **logical case statements**
* Analyzed churn across membership tiers, gender, age group, and state to identify high-risk segments and retention opportunities
* Created an interactive dashboard in **Excel** to analyze player behavior by age group, preferred game, and membership tier

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

* Visualized key metrics such as revenue per player, session duration, and visit frequency using dynamic charts based on an AI-simulated dataset
* 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
* Performed customer segmentation and trend analysis using **Pivot Tables** and **filters** to identify high-value patrons

**Casino Customer Insights: An Exploratory Data Analysis**

**Casino Player Insights Dashboard**

* Visualized geographic revenue distribution and game-type performance using **maps** and **pie charts** for executive-level reporting

**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**

**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, includingdaily and monthly sales performance
* Built an interactive dashboard in **Power BI** to monitor key retail KPIs such as total revenue, average spent, total transactions, and items sold

**Retail Store Performance Dashboard**

* 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**

# Marketing VIP Services Host

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Clark Pampanga

**November 2022 – March 2025**

at **D’Heights Resort & Casino – Full Time**

**EDUCATION**

* 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.

at **Pampanga State Agricultural University**

**Bachelor of Science in Hospitality Management**

**August 2022**

Magalang, Pampanga