

DATA ANALYST

# MARIA ROCHEL REBUTAR

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## SKILLS

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SQL

Microsoft Power BI

Excel

Tableau

Google Looker Studio

## PROJECTS

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### SQL

#### Warby Parker's Usage Funnel - Personal Project

- analyzed the different Warby Parker's Marketing Funnel in order to calculate conversion rates.
- used aggregating and filtering functions to calculate desired results

#### Codeflix Churn Rate - Personal Project

- measured the churn rates of two segments over the first three months of 2017
- used aggregation functions, CASE, JOINS and Subqueries

#### CoolTShirts Marketing Attribution - Personal Project

- analyzes which campaign drives visitors to purchase
- used aggregation functions, JOINS and Subqueries

### TABLEAU

#### Databel Churn Rate - Personal Project

- investigated why customers are leaving Databel.
- utilized the use of filtering, dual axis mapping, parameters to identify factors leading to churn
- used different visualizations to show analyses among different categories and presented them through a story

#### Time Analysis - Personal Project

- analyzed the number of trips for each day and station and provided the activity by time slot and displayed the KPIs
- used filtering and charts to show changes over time

#### CoolTShirts Marketing Attribution - Personal Project

- analyzes the video games sales from year 1994 to 2010
- showed the sales trend overtime and filtered dashboard based on platform

## POWER BI

### **Data Professional Survey** - Personal Project

- created insights from survey results of different data professionals
- transformed and prepared data by using DAX to ensure data completeness and validity
- used different visualizations to show insights

## WORK EXPERIENCE

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### **English Second Language Teacher** - RareJob Philippines, Inc. | Aug 2019 - Present

- taught General Conversation English and Business English
- provided appropriate responses and evaluation after each class.

### **English Second Language Teacher** - Cloud English Training and Teaching | Aug 2017 - Feb 2019

- taught Korean students modules like General Conversation English, Business English and Media English.
- conducted level tests and comprehension tests to assess student progress.
- conducted TOEIC/OPIC Test Preparation and Mock Interviews.

## EDUCATION

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### **Bachelor of Science in Information Technology** - Father Saturnino Urios University | 2015