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Data Analyst | BI Analyst | SQL • Python • Tableau • Power BI

SUMMARY

Operations and Analytics professional transitioning into Data Analytics with 8+ years of experience in hospitality and operations management. Offers newly acquired expertise in Python, SQL, Tableau, and Power BI, combined with a track record of driving efficiency, enhancing customer satisfaction, and improving business strategy. Demonstrates data driven decision making through portfolio projects in customer churn, sales performance, and supply chain analytics.

TECHNICAL SKILLS

Languages & Databases: Python (Pandas, NumPy), SQL (MySQL, PostgreSQL, SQL Server)

Visualization & Analysis: Tableau, Power BI, Excel (PivotTables, Power Query, XLOOKUP, DAX)

Business & Tools: Business Intelligence, Process Improvement, Stakeholder Communication, Salesforce, CRM

DATA ANALYTICS PROJECTS

Global Supply Chain Performance & Cost Optimization | Jun 2025 – Jul 2025

- Designed and implemented a Tableau dashboard for a global logistics team, providing interactive reports on delivery performance and cost efficiency.
- Performed data cleaning and transformation in Python, engineering metrics like On-Time Delivery Rate and Delivery Lead Time.
- Analyzed drivers of performance and cost, identifying two product groups responsible for 99% of logistics costs.
- Delivered an analytical tool for vendor management, underperforming shipment identification, and cost negotiation support.

Bank Customer Churn Analysis | Apr 2025 – May 2025

- Engineered a machine learning pipeline using Python to predict customer churn; Gradient Boosting model achieved 74% recall.

- Created new variables revealing geographic churn drivers; optimized model via hyperparameter tuning.
- Translated model insights into a strategy including a targeted retention campaign for high-risk segments.

CRM Dashboard: Sales Performance Analysis | Mar 2025 – Apr 2025

- Developed an interactive Tableau dashboard tracking pipeline metrics and conversion rates; revealed bottlenecks in late-stage deals.
- Benchmarked sales teams and identified high-performing agents and product sectors; analyzed pricing elasticity impacts.
- Proposed funnel optimization strategies based on 49% drop-off post-engagement stage.

Passenger Satisfaction Analysis | Feb 2025

- Led a Power BI dashboard project analyzing airline satisfaction surveys, identifying top pain points and strengths.
- Segmented passengers by demographics and behavior, revealing opportunities in service experience improvement.
- Visualized Likert scale data to prioritize interventions based on dissatisfaction trends.

PROFESSIONAL EXPERIENCE

Marquez MMA – Managing Partner | Operations & Analytics | Philadelphia, PA | Aug 2014 – Apr 2025

- Directed financial strategy by analyzing revenue and expense data, leading to improved digital marketing ROI.
- Designed athlete performance dashboards to inform training enhancements based on visual data insights.
- Optimized scheduling and client communication through data-driven adjustments, improving satisfaction by 10%.

Sonder Inc. – Hospitality Agent | Data-Driven Operations | Philadelphia, PA | Dec 2021 – Dec 2023

- Analyzed operational metrics and implemented workflow improvements that increased efficiency by 8%.
- Built custom Excel reports to track customer engagement and revenue retention using Salesforce data.

- Managed a team of 10 agents as Manager on Duty, enhancing customer experience through team coaching.

Cambria Hotel & Suites – Night Auditor | Financial & Operations Analysis | Philadelphia, PA | Feb 2018 – Sep 2021

- Analyzed guest satisfaction surveys to identify service issues, leading to a 25% increase in satisfaction scores.

- Monitored credit card transactions to reduce fraud-related chargebacks by 15%.

- Resolved over 100 annual billing disputes through transaction analysis and customer communication.

EDUCATION

Cheyney University | Bachelor of Science in Business Administration | Sep 2005 – May 2009

Coursera | Google Data Analytics Specialization | Jan 2023 – May 2023

Maven Analytics | Business Intelligence Analyst Track | Sep 2023 – Present