

# RICARDO RENDON

[www.linkedin.com/in/RicardoRendon-DataAnalyst](https://www.linkedin.com/in/RicardoRendon-DataAnalyst)

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<https://rrendonr.github.io/WebsiteRicardoRendon/index.html>

## TECHNICAL SKILLS

SQL | Tableau | dbt | GitHub | Excel | Salesforce (CRM) | Python | Power BI | R

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## WORK EXPERIENCE

*Lennar, Remote*

### Data Analyst II

July 2022 - Dec 2025

- Contributed to the development of **data pipelines and reporting solutions for AI-driven conversation analysis**, enabling accurate performance tracking.
- Designed, built, and maintained Tableau dashboards supporting users from floor sales representatives to executive leadership, **driving 5,000+ monthly views and delivering actionable KPIs on customer funnel performance**.
- Optimized core Tableau dashboards, reducing load times by 66%**, while establishing standardized data structures to improve scalability and consistency across the reporting layer.
- Developed an email performance dashboard **integrating traditional email KPIs with customer journey data to provide end-to-end performance visibility**.
- Designed and built custom dashboards to overcome Salesforce reporting limitations, **enabling standardized KPI comparisons across divisions**.

*Allstate, Remote*

### Data Analyst

Feb 2021 – July 2022

- Extracted, cleaned, and analyzed (ETL) data to provide thorough analysis and presentations based on our client needs.
- Supported the States Team by responding to ad-hoc requests, leading to **gains of up to 500k dollars**.
- Supported agencies in Washington through regulatory changes. Provided analysis which **facilitated agencies to prioritize critical customers**.
- Utilized Python and Power-BI to perform independent analysis that **reduced the decision-making timeline by 33%**.
- Created, modified, and automated Tableau dashboards capable of presenting the development of the business and allowing users to **identify the worst and best segmentations in our books**.

*Coop Careers, San Francisco, CA*

### Data Analytics Captain

Aug 2021 - Dec 2021

- Mentored recent graduates in SQL, Python, Tableau, and Excel to prepare them for entry-level data analytics roles.
- Managed a team of early-career professionals on their first client project.

### Data Analytics Apprenticeship

Aug 2020 - Dec 2020

- Apprenticeship focused on: SQL, Tableau, Google Analytics, Excel.
- Analyzed bike-share dataset from Lyft 2017-2020. Identified trend and seasonal components. Forecasted the number of rides and determined an expected loss of at least 8 million dollars of revenue due to COVID-19.
- Constructed visualizations and proposed suggestions on Doordash rides dataset. Created dashboards capable of detecting malicious activity, beneficial for making deployment decisions, and explanation of missing data.

*Additional experience: Intern “Launchpad” (July 2019 - Sept 2019); Lift Scanner “Breckenridge Ski Resort” (Dec 2015-Jan 2016).*

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## EDUCATION

**B.S. Statistics**, University of California, Davis, CA

June 2019

**Minor: Computer Science**

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**LANGUAGES:** English and Spanish

*Additional coursework:*

Oct 2019 - April 2020

-**Coursera:** Machine Learning, Deep Learning Specialization, Applied Data Science Python Specialization.

-**Udemy/Udacity:** Data Engineer Nanodegree, The Ultimate MySQL Bootcamp

Certifications: **Google Data Analytics Professional Certificate**

Nov 2021