

# Ricardo Rendon

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

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

## TECHNICAL SKILLS

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

## WORK EXPERIENCE

### *Lennar, Remote*

#### **Data Analyst II**

July 2022 - Dec 2025

- Acted as the **primary point of contact between sales managers and executives, translating business requests into actionable metrics** by writing and validating SQL queries for company-wide reporting.
- Contributed to the development of **data pipelines and reporting solutions for AI-driven conversation analysis**, enabling accurate quality scoring and actionable insights for customer interactions.
- 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 and maintained custom dashboards integrating traditional **email KPIs with customer journey data**, overcoming Salesforce reporting limitations and enabling standardized, end-to-end performance visibility across divisions.

### *Allstate, Remote*

#### **Data Analyst**

Feb 2021 – July 2022

- Supported the States Team by responding to ad-hoc requests, leading to **gains of up to \$500K**.
- Supported agencies in Washington through regulatory changes. Provided analysis that **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**.
- Extracted, cleaned, and analyzed data (ETL process) to deliver thorough insights and presentations based on our client requests.

### *Coop Careers, San Francisco, CA*

#### **Data Analytics Captain** (nights, part-time)

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.

### *Coop Careers, San Francisco, CA*

#### **Data Analytics Apprenticeship**

Aug 2020 - Dec 2020

- Apprenticeship focused on: SQL, Tableau, Google Analytics, and 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 explaining missing data.

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

## EDUCATION

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

June 2019

**Minor: Computer Science**

**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