RICARDO RENDON

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www.linkedin.com/in/RicardoRendon-DataAnalyst   https://ricardorendonr.github.io/index.html

TECHNICAL SKILLS

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

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).

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