SEBASTIAN ORTUNO

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Professional Summary

M.S in Data Science & Analytics candidate (May 2026) with 600+ hours of analytics internship experience building SQL Server data warehouses, performing data cleaning, and delivering executive-ready reports and dashboards. Skilled in SQL, Excel, R/Python, and BI tools to drive actionable operational insights.

Skills

- **Programming & Querying: SQL** (SQL Server/T-SQL), **Python** (Pandas, NumPy), **R** (tidyverse, ggplot2, Shiny).
- **BI & Visualizations:** Power BI, Tableau, Microsoft Excel.
- **Databases:** SQL Server, MySQL.
- **Data & ETL:** Data cleaning, KPI design, reporting automation.

Work Experience

DATA RECORDS ANALYST INTERN – New Hampshire Soccer Association **–** Manchester, NH   October 2025 – Present

- Develop and maintain a **SQL Server data warehouse**, integrating 30+ CSV sources across 5 seasons, supporting analysis in **R** and **Tableau** through automated outputs.
- Standardize records for **3,000+ players** by designing **cleaning and deduplication logic**, creating analytics-ready views for tracking player progression.
- Deliver **R Markdown** reports and **Tableau dashboards** to executive stakeholders, translating findings into actionable insights.
- Improve **ETL processes** for loading and cleaning data, reducing errors and making reports more reliable and consistent.
- Added data quality checks to reduce errors and ensure consistent reporting outputs.

GRADUATE ASSISTANT MEN'S SOCCER TEAM – New England College **–** Henniker, NH   August 2024 – Present

- Lead recruitment data tracking using **Excel (Pivot Tables, VLOOKUP)** and **LeadSquared CRM**, generating insights that supported strategic decisions and contributed to the successful **recruitment of 20+ players**.
- Analyze team and opponent **performance data** to generate scouting and match-prep reports supporting tactical planning.
- Deliver **video analysis presentations** to players and coaches, helping translate performance data into clear on-field decisions.

Projects

SPORT STORE ANALYTICS – Excel, R & Tableau   March 2025

- Cleaned and joined 2,847 order + customer records in **R** and engineered monthly trend features for time-series analysis.
- Built **KPI reporting** (revenue, profit, orders, margin) segmented by sport, state, and rating to identify profitability drivers and underperforming regions/categories.
- Developed an interactive **Tableau dashboard** with filters (sport/state/rating/month) to drill into **revenue/profit trends** and customer feedback patterns.

HOTEL BUSINESS ANALYTICS PROJECT - Excel, SQL Server & Power BI   August 2025

- Analyzed **140K+** hotel bookings (2018–2020) using **SQL Server** and **Power BI** to evaluate revenue trends, seasonality, and segment performance (City vs Resort).
- Built interactive **Power BI dashboards** for revenue and segment comparison highlighting a sharp 2020 decline.
- Quantified parking utilization/demand by segment and season; recommended deferring parking expansion based on demand trends and breakdowns.

Education

MASTER OF SCIENCE IN DATA SCIENCE AND ANALYTICS –New England College   Expected May 2026| GPA: 4.0

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – Oakland City University   May 2024 | GPA:3.91
Double Major: Business Management, Human Resources Management.