Data Science/ Data Analyst

SEBASTIAN ORTUNO

(219) 298 7513 | sebasortuno459@gmail.com
https://www.linkedin.com/in/sebastian-ortuno-barrero-324382257/
https://sebastianortunio.github.io/SebastianOrtuno.github.io/
Henniker, NH 03242

Education

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – Oakland City University – Oakland City, IN   May 2024
Concentration: Business Management.
Concentration: Human Resources.
MASTER OF SCIENCE IN DATA SCIENCE AND ANALYTICS –New England College– Henniker, NH   Expected May 2026

Skills

Python	**R Programming**	**Excel**
Libraries: Pandas, Matplotlib, ggplot2, Seaborn, NumPy.	Packages: dplyr, shinny, ggplot2, tm, tidyr, mlr, purr.	Tools: Pivot Table, Pivot Chart, VLOOKUP, HLOOKUP, VBA.
SQL	**Tableau**	
Software: SSMS, MySQL, MySQL Workbench.	Show me, custom charts, Geospatial visualizations.	

Projects

HOTEL BUSINESS ANALYTICS PROJECT – Personal Project **–** Henniker, New Hampshire   July 2025

- Analyzed Hotel Booking Data (170,000+ records, 2018-2020) using SQL Server Management Studio and Power BI to evaluate revenue, parking demand, and seasonality.
- Built SQL queries and interactive Powe BI dashboards to track KPIs and uncover patterns by hotel type (City versus Resort).
- Discovered peak revenue in 2019, dropped in 2020 due to COVID; parking requests remained low (8.6%), and Resort Hotels showed strong summer seasonality.

BLINKIT ANALYSIS PROJECT – Personal Project **–** Henniker, New Hampshire   May 2025

- Performed end-to-end sales analysis on BlinkiT data (8,500+ records) using Python (Pandas, NumPy, Matplotlib, Seaborn).
- Cleaned dataset, calculated KPIs, and created visualizations to uncover customer and outlet performance trends.
- Identified that Low Fat items drive 64% of total sales and that Tier 3, medium-sized outlets outperform larger stores.

SPORTS STORE ANALYTICS PROJECT – Personal Project **–** Henniker, New Hampshire   February 2025

- Analyzed sales data (2,800+ records) using R (dplyr, ggplot) to uncover revenue, profit, customer rating, and geographic trends.
- Cleaned and transformed date/time data, built KPIs, and uncovered monthly and regional performance patterns, reveling peak revenue in Spring/Summer and lowest in November.
- Developed a Tableau Dashboard with interactive filters by sport, state, and rating to support data-driven business decisions.

Work Experience

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

- Led recruitment data tracking using Excel (pivot tables, VLOOKUP) and Lead Squared CRM, generating insights that supported strategic decisions and contributed to the successful recruitment of 10+ players per season.
- Developed scouting and performance reports by analyzing opponent and team statistics; collaborated with coaching staff on tactical planning and shared key insights with players via Word and Outlook.
- Collaborated with marketing to coordinate player appearances and boost on-campus engagement, increasing program visibility by 17% and driving growth in social media followers.

RESIDENT ASSISTANT – Oakland City University– Oakland City, IN   February 2022 – May 2024

- Analyzed incident report trends in Excel, identifying peak periods and common issues to improve safety protocols.
- Supported 150 residents (65% international) by mediating conflicts and joining biweekly Res-Life staff meetings to analyze issues.
- Budgeted and allocated resources for student life events, optimizing costs and improving engagement.