

Ulises Lemus

Houston, TX 77007

(832) 486-7235 | ulemus@cougarnet.uh.edu | www.linkedin.com/in/ulises-lemus-b39030216

Data Analyst | Business, Product & Operations Analytics

Data Analyst and MBA candidate with experience supporting business, product, and operations teams through data analysis, reporting, and dashboarding. Strong analytical foundation with proficiency in SQL, Excel, Tableau, and Power BI to extract, validate, and interpret data. Proven ability to translate business questions into clear metrics, dashboards, and actionable insights for technical and non-technical stakeholders. Experienced working cross-functionally in fast-paced, ambiguous environments with a focus on data quality, documentation, and continuous improvement.

Core Skills

Analytics & BI Tools: SQL, Excel (advanced formulas, pivot tables), Tableau, Power BI, Looker, Sigma, Mixpanel, BI dashboards, data visualization

Data Analysis: Data extraction, data cleaning, data validation, metric definition, KPI development, ad-hoc analysis, reporting

Business & Product Analytics: Business analytics, product analytics, operations analytics, customer analytics, performance tracking

Technical: Python, R, SPSS, statistical analysis, regression analysis, predictive modeling

Professional Skills: Stakeholder communication, analytical storytelling, documentation, cross-functional collaboration, problem-solving

Professional Experience

Morgan Group — Houston, TX

Leasing Agent | 2023 – Present - Analyze operational and customer performance metrics including conversion rates, occupancy, pricing trends, and lead activity to support business and operational decisions. - Build and maintain recurring reports and ad-hoc

analyses using Excel and BI tools to support leadership reviews. - Validate data from multiple systems, performing data quality checks to ensure accuracy, consistency, and reliability of reporting. - Communicate insights through written summaries and dashboards to operations and marketing stakeholders.

ZRS Management — Houston, TX

Lease-Up Property Leasing Agent | 2021 – 2023 - Tracked and reported on daily, weekly, and monthly KPIs to monitor business and customer performance during lease-up phases. - Supported metric definition and documentation to ensure consistent reporting across teams. - Maintained clean, audit-ready datasets and reconciled discrepancies across reporting sources. - Collaborated with operations, marketing, and leadership teams to identify performance improvement opportunities.

Kaplan Corp — Houston, TX

Assistant Property Manager | 2019 – 2021 - Analyzed financial and operational data to identify trends in delinquency, customer behavior, and revenue performance. - Developed reports and summaries used by leadership to drive pricing strategy and operational adjustments. - Reduced delinquency below 2% by supporting data-driven process improvements. - Ensured data accuracy and integrity through regular validation and reconciliation of reports.

Greystar Management — Houston, TX

Leasing Consultant | 2017 – 2019 - Monitored leasing and occupancy metrics to support daily operational planning and performance tracking. - Maintained accurate records and documentation to ensure reliable data usage across systems.

Academic & Applied Analytics Projects

Marketing Analytics – Predictive Modeling & Dashboarding

- Built logistic regression models to analyze customer purchase behavior and identify key drivers of conversion.
- Created Tableau dashboards to visualize metrics and model outputs, enabling stakeholder interpretation and decision-making.

Olympic Games Business Analytics

- Analyzed 271K+ records using R to perform data cleaning, transformation, and exploratory data analysis.
- Developed performance metrics and visual summaries translating complex analysis into actionable insights.

Real Estate Price Prediction – Business Analysis

- Built regression models using Excel and SPSS to estimate property values and evaluate investment opportunities.
- Delivered ranked recommendations supported by quantitative analysis.

Student Research Assistant – INGAA Foundation Project

- Conducted end-to-end data analysis including collection, validation, and interpretation to support operational research initiatives.
 - Documented metrics, assumptions, and findings to ensure clarity and repeatability.
-

Education

University of Houston – C.T. Bauer College of Business, Houston, TX

Master of Business Administration (MBA) | Expected May 2026

Relevant Coursework: Business Analytics, Machine Learning Algorithms, Data Visualization (Tableau, Power BI), Programming for Analytics (R, Python)

University of Houston – Valenti School of Communication, Houston, TX

Bachelor of Arts in Interpersonal Communication, Minor in Business Administration | May 2023

GPA: 3.6 / 4.0 | Dean's List

Additional Information

Languages: Fluent in Spanish

Work Authorization: Authorized to work in the U.S.