MARCO RODRIGUEZ

Data Visualization Specialist

✉ m.rodriguez@email.com
📞 (123) 456-7890
📍 San Francisco, CA
in **LinkedIn**

EDUCATION

Bachelor of Arts
Data Science
University of California
📅 2013 - 2017
📍 Berkeley, CA

SKILLS

- Tableau
- Python
- Matplotlib
- Microsoft Power BI
- ArcGIS
- Adobe Illustrator
- SPSS
- Shiny
- Unity3D
- GitHub

WORK EXPERIENCE

Data Visualization Specialist

Intuit

📅 2022 - current   📍 San Francisco, CA

- Led a geospatial analysis in Tableau to uncover under-served markets, creating a strategic expansion plan that saw a 16% growth in new customer acquisition.
- Devised a Microsoft Power BI tool for real-time monitoring of cloud infrastructure costs at Intuit, shrinking unnecessary expenditures by $19,544.
- Leveraged Matplotlib with real-time data feeds to track e-commerce transactions, identifying a 13% rise in mobile payments.
- Initiated a data visualization consistency project, standardizing visuals across 246 reports in Illustrator, *slashing discrepancies and errors by 43%*.

Data Analyst

Salesforce

📅 2019 - 2022   📍 San Francisco, CA

- Automated Salesforce data extraction, reducing data preparation time by 2 hours, allowing the team to produce reports on time.
- Predicted a 19% rise in Q4 sales with ArcGIS spatial analysis to forecast sales trends, helping the team optimize stock levels which *reduced inventory costs by $13,921*.
- Applied cluster analysis in SPSS to segment customers, which enhanced personalized marketing strategies and grew campaign ROI by 18%.
- Integrated Unity3D's scripting to automate the process of transforming Salesforce CRM data into 3D models, saving 62 hours every quarter in manual data processing.

Junior Data Analyst

Uber

📅 2018 - 2019   📍 Mountain View, CA

- Designed a Shiny application to examine and visualize the ideal routes for Uber drivers, resulting in a 24% decrease in fuel consumption which increased driver profitability.
- Analyzed Uber ride data points to identify key factors influencing ride-sharing preferences, contributing to a 19% increase in customer satisfaction.
- Implemented GitHub Actions for automatic data quality checks on every push, *cutting down data inconsistencies by 26%*.
- Conducted price elasticity analysis for Uber Eats which helped the company shape menu prices more effectively, boosting average order value by 7%.