FERNANDO AMAYA

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SKILLS

Skills: Tableau, Excel/Numbers/Sheets, Python, Pandas, SQL, Business Analytics, BigQuery, Data Analysis, Data Science, Financial analysis, Tableau, Data Visualization, Data Mining, Data Transformation, ETL, Business Intelligence, Database, Outlook

EDUCATION

Campbellsville University   **August 2022 - August 2024**
Master's, Computer Science   *GPA: 3.9*

Lindenwood University   **January 2018 - December 2021**
Bachelor's, Business   *GPA: 3.89*

PROFESSIONAL EXPERIENCE

Speedline Wheels   **Remote**
Business Analyst Intern   *May 2024 - August 2024*
- Leveraged Python and Pandas for data cleaning and data modeling addressing quality issues of accounts receivable by standardizing data structures.
- Created an interactive Tableau dashboard to dynamically visualize sales data, identifying key performance trends and top revenue-generating clients for targeted business strategies. Which enhanced CRM strategy effectiveness.
- Leveraged analytical insights to segment clients and refine marketing strategies, improving customer engagement and retention, showing high skills in process improvement.
- Communicated with client to determine the most important metrics for their business. This facilitated communication about business objectives with new investors about capital expenditure for their new expansion plan to Texas and the Mid-west

SMB Capital   **Remote**
Market Research Internship   *August 2023 - May 2024*
- Developed a predictive model using Excel and Python to systematically rate potential volatility in stock prices based on earnings report thresholds for revenue and EPS, enhancing investment decision-making processes and showing strong understanding of risk management.
- Utilized Excel and Python to create statistical models for predicting market movements and assessing risk, showcasing expertise in strategic planning and data analysis in a fast paced environment with tight deadlines.
- Collaborated in teams to create data-driven scanners using Python and Thinkscript from live data to identify optimal stocks for daily trading activities by forecasting potential volatility, showcasing proficiency in statistics, Python, and effective communication.
- Enhanced collaboration and decision-making by working closely with cross-functional teams to develop predictive models and data-driven scanners, leading to improved accuracy in market research and actionable insights.

Ascent 5   **Dallas, TX, USA**
Data Analyst Intern   *October 2023 - January 2024*
- Applied statistical techniques with meticulous attention to detail to process vast amount of sales data using Python, emphasizing the influence of seasonal incentives on agent performance, showcasing innovative thinking.
- Leveraged predictive analytics to inform territory expansion strategies by transforming address columns into zip code, city, and state using Pandas and visualizing utilizing Geopandas for visualization.
- Initiated a pilot program to test proposed strategic incentives during slows sales periods and increased installed sales by 11% in the next period.

Lemon   **Dallas, TX, USA**
Account Manager   *December 2021 - January 2023*
- Utilized effective project management techniques to exceed benchmarks through the implementation of data-driven solutions for over 100 client accounts, demonstrating strong prioritization and customer service skills.
- Enhanced account stability by 32% and customer loyalty by leveraging data strategy and data solutions, ensuring compliance with client requirements and resolving issues through critical thinking and attention to detail.
- Effectively communicated complex data and analytics concepts to managers and stakeholders in a cross-functional environment, demonstrating exceptional communication skills.