


# Reujen River Gonzalez

 [reujengonzalez.github.io](https://reujengonzalez.github.io)

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## ENTRY-LEVEL DATA ASSOCIATE & ANALYST

Aspiring Data Analyst with a background in IT, research, and data management. Skilled in SQL, Excel, Python, and Tableau for cleaning, analyzing, and visualizing data to uncover actionable insights. Experienced in building databases, developing reports, and presenting findings to support decision-making. Eager to contribute analytical skills and technical knowledge in an entry-level Data Analyst position.

## EDUCATION

UNIVERSITY OF PANGASINAN (2019-2021) - SHS • Science, Technology, Engineering, and Mathematics  
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES (2021-2024) - (Non-graduate) • Bachelor of Science in Information Technology

## TOOLS AND TECHNICAL SKILLS

Prog. Languages: **SQL, Python, R**

Spreadsheets: **Excel, Google Sheets**

DBMS: **MySQL, MS SQL Server, PostgreSQL**

Data Viz: **Tableau, Power BI**

- Collaboration
- Problem-solving skills
- Adaptability
- Attention to detail

- Data Collection
- Data Preprocessing
- Data Organization
- Exploratory Data Analysis

- Data Visualization
- Generating Insights
- Communicating Findings
- Data Documentation

## E-COURSES

- **Google Data Analytics Professional Certificate** – [Coursera] → Learned Excel, SQL, Tableau, and R for real-world data projects.
- **IBM Data Analyst Professional Certificate** – [Coursera] → Gained hands-on experience with Excel, SQL, Python, Tableau, and Cognos; completed projects in data cleaning, visualization, and reporting.
- **IBM Data Architecture Professional Certificate** – [Coursera] → Studied database design, data modeling, and ETL workflows.
- **Data Analyst Bootcamp** – Alex The Analyst [YouTube] → Followed structured tutorials on SQL, Excel, Tableau, and Python with real-world data projects.
- **SQL Tutorial** – [W3Schools] → Practiced SQL fundamentals including queries, filtering, joins, and database management concepts.

## PROJECTS

### Retail Analytics – Superstore Sales Insights [MySQL, Tableau]

- Analyzed regional and category-level sales data to identify YoY growth trends, profit drivers, and high-performing products using interactive visual exploration. → The insights help stakeholders track business performance and optimize product strategies.

### Healthcare Analytics – Hospital Readmissions [Python, PostgreSQL, Tableau]

- Examined patient readmission data to uncover key risk indicators, departmental performance, and patterns in hospital length of stay. → The findings support hospitals in improving care quality and reducing readmission rates.

### Transportation Analytics – Flight Delay Causes & Patterns [Python, MySQL, Tableau]

- Investigated flight records to detect delay causes, temporal trends, and geographic hotspots, comparing airport efficiency and airline reliability. → The analysis highlighted airport efficiency gaps and provided insights into airline reliability.

### Financial Analytics – FAANG Stock Movements [MySQL, Tableau]

- Studied historical stock data of FAANG companies to track price movements, visualize market trends, and compare performance using moving averages and correlations. → The results offered a clearer view of stock correlations and long-term investment patterns.

### Real Estate Analytics – Housing Market Trends [MySQL, Tableau]

- Explored housing price data to reveal neighborhood-specific trends, property-type variations, and long-term market shifts through price distributions and heatmaps. → The analysis supported better understanding of housing affordability and investment opportunities.

### Health Tech Analytics – Bellabeat Fitbit Data (from Google Data Analytics Course) [Excel, R, Tableau]

- Analyzed wearable fitness data to understand daily activity levels, sleep quality, and user wellness behavior patterns. → The insights revealed user lifestyle patterns and highlighted areas for healthier habits.

### Mobility Analytics – Cyclistic Bike Share (from Google Data Analytics Course) [Excel, R, Tableau]

- Assessed bike-share usage to evaluate seasonal demand, ride frequency, and behavioral differences between casual riders and annual members. → The findings guided marketing strategies to increase membership and optimize service planning.

*The information stated above is true to the best of my knowledge and belief.*

REUJEN RIVER GONZALEZ