

Maya Rodriguez | Data Analyst | Turning Raw Data into Strategic Decisions

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Basics

Data analyst with 5+ years of experience turning complex datasets into clear, actionable insights for healthcare and retail organizations. Strong command of SQL, Python, and BI tools such as Tableau and Power BI, with a proven record of building dashboards, automating reporting, and enabling data-driven decision-making.

- Specialties include statistical analysis, A/B testing, data visualization, and predictive modeling.
- Experienced partnering with cross-functional stakeholders to define KPIs and translate business questions into analytical solutions.
- Recognized for improving reporting efficiency, reducing readmission rates, and mentoring peers in analytics best practices.

Education

The University of Texas at Austin

<https://www.utexas.edu/>

Bachelor, Statistics and Data Science, Score: 3.7

Aug 2015–May 2019

- Developed a strong foundation in statistics, data modeling, and computing through project-based coursework.
- Senior capstone project used logistic regression and random forests to predict student retention with 80% accuracy.
- Served as Vice President of the Data Science Society, organizing workshops, guest lectures, and hackathons.

Courses: Introduction to Data Science, Statistical Methods and Inference, Regression Analysis, Database Management Systems, Machine Learning Fundamentals, Data Visualization, Probability and Stochastic Processes, Time Series Analysis

Work

Meridian Health Analytics

<https://www.meridianhealthanalytics.com>

Data Analyst

Aug 2021–Present

- Partner with clinical and operations teams to define KPIs and design interactive Tableau dashboards, cutting monthly reporting time by 40%.
- Write optimized SQL queries to extract, clean, and aggregate patient data from electronic health records and claims databases.
- Develop Python and Pandas pipelines to analyze readmission rates, supporting interventions that reduced hospital readmissions by 12%.
- Design and evaluate A/B tests to measure the impact of care management changes, presenting findings to hospital leadership.
- Maintain reporting documentation and train analysts on self-service analytics tools.

Keywords: SQL, Python, Tableau, Healthcare Analytics, A/B Testing, Data Pipelines

BluePeak Retail Group

<https://www.bluepeakretail.com>

Junior Data Analyst

Jun 2019–Jul 2021

- Built daily sales and inventory dashboards in Power BI, providing real-time performance visibility across 120 store locations.
- Automated recurring Excel reports using VBA and SQL stored procedures, saving an estimated 250 hours of manual work annually.
- Performed data cleaning and QA on CRM data to improve accuracy in customer segmentation and campaign targeting.
- Collaborated with the marketing team to analyze promotional campaigns and optimize spend by 15%.

Keywords: Power BI, Excel, SQL, Retail Analytics, Data Cleaning

Languages

English: Native or Bilingual Proficiency

Keywords: Native Speaker, Technical Writing

Spanish: Limited Working Proficiency

Keywords: DELE B1, Basic Business Spanish

Skills

Data Analysis & Statistics: Expert **Keywords:** SQL, Python, Pandas, NumPy, R, A/B Testing, Regression Analysis, Hypothesis Testing

Data Visualization: Advanced **Keywords:** Tableau, Power BI, Looker, Matplotlib, Seaborn, Dashboard Design

Data Engineering & Tools: Intermediate **Keywords:** dbt, Airflow, AWS Redshift, Snowflake, Git, Spark

Awards

Excellence in Healthcare Analytics Award

Meridian Health Analytics

Jan 2024

Recognized for leading the design of a hospital-wide readmission risk dashboard adopted by care coordination teams to prioritize high-risk patients.

Certificates

Google Data Analytics Professional Certificate<https://www.coursera.org/professional-certificates/google-data-analytics>

Google

Aug 2020

Tableau Desktop Specialist

<https://www.tableau.com/learn/certification>

Tableau

Feb 2022

Publications

Data & Insights Quarterly

<https://www.datainsightsquarterly.org/articles/healthcare-pr>

How Healthcare Organizations Can Leverage Predictive Analytics

Published article exploring practical applications of machine learning in reducing hospital readmissions and improving patient outcomes, based on case studies from my work in healthcare analytics.

Projects

Customer Churn Prediction Engine

This project applies supervised machine learning to identify customers likely to churn and recommend targeted retention strategies.

- Built an end-to-end churn prediction model for a subscription retail service using Python and scikit-learn.
- Engineered features from transactions, web sessions, and support tickets, achieving 85% ROC-AUC.
- Deployed a Streamlit dashboard for business users to explore at-risk customer segments and retention levers.

Keywords: Python, scikit-learn, Tableau, Churn Prediction, Feature Engineering, Streamlit

Sales Forecasting Dashboard

Interactive forecasting dashboard used by retail operations teams to monitor demand, adjust inventory, and plan promotions based on trends.

- Created a real-time Tableau dashboard for sales forecasting using time series models and historical transaction data.
- Connected Snowflake data warehouse to Tableau to provide daily store-level predictions for regional managers.
- Improved inventory allocation and reduced stockouts by 10% across pilot stores.

Keywords: Tableau, Snowflake, Time Series, Forecasting, Inventory Management

Interests

Data Storytelling: Tableau Public, Technical Blogging, Visualization Design

Hiking: National Parks, Trail Running, Outdoor Photography

Jazz Music: Piano, Live Concerts

Volunteer

Code for Austin

<https://www.codeforaustin.org>

Data Mentor

Jan 2022–Present

- Mentor volunteer developers on data cleaning, analysis, and visualization for community-focused projects.
- Lead monthly workshops on Python, SQL, and storytelling with data.
- Support local nonprofits in building dashboards that communicate impact to funders.