


# Andrew Lujan

## Contact

**Email:** drewlujan33@gmail.com

 505-991-8087

 Albuquerque, New Mexico  
• Willing to Relocate

 [Portfolio](#)

 [GitHub](#)

## Technical Skills

- [Python](#) (Pandas, Numpy, Seaborn, Matplotlib, sklearn, Keras.)
- [SQL](#) (PostgreSQL, MongoDB, Big Query, MySQL)
- [R Studio](#)
- [Tableau](#), [Power BI](#), Domo (Work)
- [Excel](#)

## Domains

- Business Intelligence
  - Financial Reporting
  - Product Analytics
  - Marketing Analytics

## Education

- **Regis University**  
Master of Data Science  
GPA: 4.0  
December 2021
- **University of New Mexico**  
Bachelor of Business Administration  
December 2014  
**Credit Karma Campus Challenge:**
  - Led data collection efforts at the University of New Mexico Basketball with a focus on understanding community credit score awareness.
  - Organized data and created slide deck that told a story of the lack of credit score awareness in the Albuquerque area.
  - University team finished first in a national marketing competition.

## Projects

- [Predicting the 2022 NBA MVP](#)- Python Regression
- [HR Analytics](#)- PostgreSQL Analysis
- [Marketing Analytics, Door Dash](#)- Microsoft Excel Analysis
- [HR Analytics](#)- Tableau Dashboard, Attrition Analysis
- [Analyzing Hospital Stays](#)- MySQL Analysis
- [Marketing Analytics Case Study](#)- PostgreSQL Analysis
- [Analyzing Playoff Basketball Tweets](#)- Python, NLP
- [Spam Filter](#)- Python, Naive Bayes

## Work Experience

### Business Intelligence Analyst

May 2023- Present

Meow Wolf | Remote | Santa Fe, New Mexico

- Conducted a relative likelihood analysis to dissect repeat purchasers, identifying specific customer segments more likely to make purchases, which guided targeted marketing efforts.
- Developed and deployed Looker dashboard to monitor annual pass initiative, dashboard tracked revenue associated with passes, pass purchases, pass usage, and broke out each metric by geo-segmentation.
- Successfully integrated forecasting and budgeting capabilities into the ETL (Extract, Transform, Load) process, enabling more informed decision-making, tracking goals against Budget and Forecasts, and conducting windowed time-series analysis.
- Spearheaded the creation of a Repeat Purchaser analysis and dashboard which drove business planning, resulting in over \$100,000 in added revenue.
- Leveraged Google Big Query to streamline and enhance data querying processes, enabling faster and more efficient access to critical business insights including user segmentation, repeat purchasers, and annual passes.
- Created additional views in executive dashboard to tell a more holistic story of the business.

### Data Analyst

December 2022 - May 2023

University of New Mexico | Albuquerque, New Mexico


- Streamlined data extraction from Microsoft SQL Server, reducing quarterly reporting times by 33.3% and enhancing data accuracy.
- Created a monitoring dashboard in Power BI to ensure program reporting falls within state standards, promoting timely and compliant reporting.
- Collaborated with program teams to improve data collection processes, resulting in a remarkable 54% reduction in missing data entries for certain programs.
- Defined key performance metrics, developed reports, and crafted dashboards to track program outcomes, leading to data-informed decision-making and a 20% increase in program effectiveness.
- Conducted in-depth demographic analysis of program outcomes, identifying disparities and recommending strategies to improve outcomes for underserved populations, enhancing program equity.

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## Work Experience

### Data Analyst

March 2022- Present

Freelance | Albuquerque, New Mexico

- Created Tableau visualizations to analyze HR data, including attrition rates by department, gender, seasonality, level of education, and demographic information, resulting in actionable insights for HR stakeholders.
- Utilized Power BI to develop dashboards for sales, returns, and marketing analysis, enabling business leaders to make data-driven decisions and improve performance.
- Demonstrated proficiency in SQL as well as Excel and Power Pivot, to manage and analyze complex data sets.
- Experience with BI Tools, such as Tableau, Power BI, and expertise in abstracting and data visualization to meet client requirements.
- Strong critical thinking and problem-solving skills with the ability to work collaboratively within and across departments.

### Head English Language Instructor / Curriculum Developer

2015-2022

Gangnam English Academy | Seoul, South Korea

- Designed an after-school curriculum focused on aligning school learning objectives with concepts interesting to children. Class contributed close to \$2,000 USD in extra revenue and over \$25,000 USD over the course of 2 years.
- Collected and leveraged data points to create lesson plans, marketing materials, and class materials tailored to student needs.
- Utilized Vlookups and pivot tables to organize my gradebook and drill down into individual student performances to optimize lesson planning.

### Digital Marketing Strategist

April 2019- August 2019 ( Left due to Visa Constraints)

Yes Digital | Brisbane, Queensland, Australia

- Excelled in a lead generation role. Outperformed KPI's (opportunities generated) and (sales generated) by 30% and 10% respectively, in second month of employment.
- Contributed to a record-breaking sales month, boosting sales by 20% month over month. Earned promotion to Digital Strategist and drove content creation for social media channels.
- Analyzed clients and prospective clients via Google Paid-Per-Click data streams to identify areas of waste; utilized keyword conversions to drive analysis.
- Aligned client keywords with budget for Google Advertising ; increased ROI through increased levels of relevant traffic to websites which in turn lowered the cost per click, and improved ad performance.