

Ricardo Cortes

Data Analyst

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About Me

I'm a dedicated and collaborative Data Analyst with experience identifying areas for improving data integrity, which has led to more reliable analysis for reporting and visualization. I'm proficient in Excel, SQL, Python, and BI tools. I've helped stakeholders make informed decisions by generating reports for leadership and delivering timely ad-hoc analyses with valuable insights. I apply critical thinking and problem-solving using a systematic approach that helps me prioritize tasks effectively.

Skills

SQL · Python · Excel · Git / GitHub · Power BI · Tableau · Looker · OpenAI API · AWS · Google Cloud Platform (GCP) · Data Modeling · Data Wrangling & Cleaning · DBT (Data Build Tool) · Google Analytics · Exploratory Data Analysis · Large Language Models (LLMs)

Data Analytics Experience

Data Analyst · Nashville Software School · Nashville, TN

May '25 - Present

- Analyzed data with Microsoft Excel, including applying pivot tables and lookups, and connected to external data sources, making use of the PowerPivot add-on.
- Established and deployed dashboards with Tableau and Power BI
- Cleaned and analyzed datasets using Python's pandas library to identify trends and inform project decisions.
- Gathered data through APIs and webscraping
- Analyze, transform, and validate data using advanced SQL techniques to support reporting, dashboards, and business decisions.
- Source code version control with Git/GitHub

AI Developer · Freelance

Jan '24 - Present

- Using the OpenAI assistant API, I engineered a sophisticated AI chatbot solution tailored for an e-commerce platform, significantly enhancing customer engagement by autonomously generating new orders and handling inquiries related to orders, returns, and product information, which led to a 30% increase in customer satisfaction scores.
- Successfully implemented and deployed a Retrieval-Augmented Generation (RAG) model-based AI agent. The AI agent efficiently extracts and utilizes knowledge from a vector database, facilitating over 1,000 weekly customer interactions. This strategic implementation resulted in a 20% reduction in live support workload, with notable improvements in response times and accuracy for customer inquiries.

Data Analyst · Conversion Interactive Agency · Nashville, TN

May '22 - Oct '23

- Designed a scalable Looker dashboard template adopted by over 100 clients to monitor key performance metrics.
- Successfully managed multiple data projects simultaneously, consistently meeting deadlines and delivering dashboards ahead of schedule. Improved team efficiency and reduced internal ticket resolution time by 50%, earning strong satisfaction from internal and external stakeholders.
- Applied advanced SQL techniques to analyze and validate complex datasets, producing accurate reports and rapid ad hoc insights for stakeholders, which accelerated decision-making and shortened analysis turnaround by over 30 percent.
- Implemented alerting/testing to ensure data reliability across Looker layer. Reducing data quality issues by 70%.

- Maintained reporting for 100+ clients during the migration from NinjaCat to Looker. Ensured data integrity and a smooth transition by resolving data issues and collaborating with stakeholders to understand their reporting needs.

Junior Data Analyst · Conversion Interactive Agency · Nashville, TN

- Built an ETL pipeline to extract, transform, and load call log data from Excel files and multiple client sources into BigQuery, enabling integration with internal dashboards and improved reporting efficiency.
- Optimized SQL queries and improved performance while building clean, scalable data models across large datasets, resulting in a 30 percent increase in data accuracy and a 25 percent improvement in reporting efficiency.
- Proactively identified and debugged high-impact bugs in monthly ad performance reports, reducing reporting errors for over 100 clients.

User Support Specialist · TikTok · Nashville, TN

Sep '20 - May '22

- Monitored and documented over 1,000+ platform bugs, contributing to a 30% reduction in performance-related issues.
- Cleaned, validated, and supervised user report data feeding TikTok's machine learning models, ensuring accurate tagging and classification of bugs and platform issues.
- Collaborated with data and product teams to improve automated issue detection, reducing manual ticket responses by approximately 70% and increasing support efficiency.

Education

Nashville Software School | Certification

Grad Aug '25

Data Analysis Certification

Projects

LINKEDIN SURVEY ANALYSIS · POWER BI

Analyzed LinkedIn survey data using Power BI to uncover key trends and insights, enhancing decision-making processes through interactive visualizations and data-driven storytelling.

Transit Signal Priority Analysis · WeGo Public Transit (Python/Tableau)

Analyzed how Transit Signal Priority (TSP) impacted bus schedule stability on WeGo Route from February–May 2025. Cleaned and modeled ~1.2 M rows of stop-level data in Python (Pandas). Built interactive Tableau dashboards to visualize route-level performance and share insights with city transit planners. To provide recommendation showing measurable improvements in on-time performance when TSP was applied unconditionally.

Financial Modeling · Excel

Developed end-to-end financial models covering cash flow, investments, and loan amortization, applying advanced formulas and dynamic data techniques.

Applied advanced spreadsheet functions, cell referencing, and dynamic formulas to simulate real-world financial outcomes and improve model accuracy.

Created interactive dashboards and projections for retirement planning and business cash-flow forecasting using real-time data updates.