

XAVIER (DASA) HERRERA

DATA ANALYST

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Data analyst with a background in hospitality, adept at leveraging firsthand understanding of diverse individuals' preferences to inform data-driven solutions. Skilled in uncovering patterns and trends to enhance human experiences at micro and macro scales. Utilize technical expertise to transform complex data into actionable insights that drive improvements in processes and infrastructure, that optimize leisure and daily life.

SKILLS & TOOLS

- Interpreting business requirements
- Hypothesis testing
- Sourcing relevant data
- Data visualization with Tableau
- Database querying with SQL
- Bilingual (Spanish, English)
- Data quality & integrity
- Python libraries and dashboards
- Statistical and predictive analysis
- Data mining and wrangling
- Data transformation and integration
- Pandas
- NumPy
- Seaborn
- Matplotlib
- Folium
- Scikit-learn
- Tableau
- Excel
- Lucidchart
- PostgreSQL

EDUCATION

Data Analytics

Career Foundry

- Intensive project-based online training program with a focus on Excel, Tableau, SQL, and Python

PROJECTS

Analyzing The Skies ([link](#))

- Analyzed air travel operations and explored key factors influencing on-time performance.
- Tools used: Pandas, NumPy, Seaborn, Matplotlib, Folium, Scikit-learn and Tableau for visualization.

Instacart Market Segmentation ([link](#))

- Performed exploratory analysis to derive insights and suggested strategies to increase revenue per market segment.
- Tools used: Python and Excel

Rockbuster ([link](#))

- Answered business questions to guide the direction of a company's strategy for the release of their new streaming platform.
- Identified top markets and clients.
- Tools used: Excel, Tableau, Lucidchart and PostgreSQL.

EXPERIENCE

Marriott Hotels

July 2022 - Present

Concierge, Valet Attendant

- Managing 400+ vehicles month-to-month efficiently, ensuring smooth operations and guest satisfaction.
- Providing personalized local travel suggestions and bookings, catering to individual guest preferences.
- Coordinating seamless transportation logistics for over 3500 monthly guests, including airport transfers, restaurant shuttles, and event transportation.
- Collaborating effectively in a cross-functional team within the property to promptly fulfill client requests and ensure exceptional service delivery.

Karma's Wine & Beer Garden

August 2020 - June 2022

Busser, Runner

- Responsibly served food orders and drinks to over 800 clients per week, maintaining a high standard of service quality.
- Promptly facilitated table turnovers, optimizing seating availability for new customers, and maximizing restaurant capacity.
- Adapted floor layout as needed to accommodate large groups and private events, ensuring optimal customer experience and satisfaction.
- Contributed to the overall efficiency and effectiveness of restaurant operations, resulting in positive customer experiences and repeat business.