JON KARLO MOISES T. ALONZO

DATA ANALYST | PYTHON | SQL | POWER BI | EXCEL

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Detail-oriented Data Analyst with a background in Computer Engineering and hands-on experience in SQL, Power BI, Excel, and Tableau. Skilled in data cleaning, transformation, and dashboard development to support data-driven decision-making. Strong analytical thinker with experience analyzing sales and customer data to identify trends, optimize reporting processes, and deliver actionable business insights.

TECHNICAL SKILLS

- Data Analysis & Querying: SQL (JOINs, Aggregations, Subqueries), MySQL
- Data Visualization: Power BI (DAX, Data Modeling, Interactive Dashboards), Tableau
- Data Processing: Microsoft Excel (Pivot Tables, Lookup Functions, Data Cleaning), Google Sheets
- Programming: Python (Foundational), C++
- Tools & Platforms: Git, GitHub

CERTIFICATES

- **Data Analytics Essentials — Cisco Networking Academy**
  - Foundational experience in data cleaning, analysis, and presentation to support data-driven decision
- **Introduction to Data Science - Cisco Networking Academy**
  - Foundational course covering data science, data analytics, and data engineering

PROJECTS / EXPERIENCE

Retail Sales Performance Dashboard | Power BI, Excel
- Cleaned and transformed retail sales datasets to prepare structured data for reporting and analysis.
- Developed Power BI dashboards to analyze sales trends, customer segmentation, and product performance.
- Created DAX measures and applied dynamic filters and slicers for interactive business reporting.
- Identified top-performing products and high-value customer segments to support sales optimization strategies.

Customer Order Analysis | SQL, Excel, Power BI
- Queried and joined relational datasets using SQL JOIN operations to analyze customer order behavior.
- Conducted exploratory data analysis to identify purchasing patterns and repeat customer trends.
- Built Power BI dashboards to visualize order frequency, revenue contribution, and customer lifetime value indicators.
- Highlighted key insights to support data-driven decision-making in customer retention strategies.

Business Intelligence Intern - ZoomTech I.T Solutions   July 2024 - Aug 2024

Tools: Excel, Google Sheets and Tableau
- Developed and maintained an interactive dashboard to analyze and monitor sales performance of network products, including Cisco solutions. Enabled real-time tracking of ongoing projects, providing actionable insights to support data-driven decision-making and improve operational visibility.

Thesis on "Web Based Water Quality Monitoring with Report for Mud Crab Brood Stock "
- Web-based water monitoring system for mud crab broodstock featuring live data, printable report and trend analysis

EDUCATION

Bachelor of Science in Computer Engineering   2021 - 2025
Cagayan State University

TVL - ICT   2019 - 2021
Licerio Antiporda Sr. National High School
With High Honors