

EDUARDO SOTO

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SUMMARY

Business Analytics & MIS graduate with hands-on experience transforming raw data into actionable insights using SQL, Excel, Tableau, and Python. Skilled in data cleaning, exploratory analysis, dashboard development, and KPI reporting through real-world projects and consulting engagements. Passionate about leveraging analytics to support data-driven business decisions.

SKILLS & CERTIFICATIONS

Data & Analytics Tools: SQL (SQL Server, MySQL), Excel (Advanced Formulas, PivotTables, analysis), Tableau, Python (Pandas)
Analytics Methods: Exploratory Data Analysis (EDA), Data Cleaning, Data Validation, KPI Development, Trend Analysis, Data Visualization

Business & Collaboration: Stakeholder Communication, Reporting Workflows, Microsoft 365

Certifications: Google Data Analytics; Accounting Tech Specialist; Business Operations Specialist

Languages: English (Fluent), Spanish (Fluent)

PROJECTS

Marketplace Conversion Propensity Model (Python, SQL)

- Built a predictive analytics project to estimate the likelihood of user conversion on a digital marketplace platform
- Engineered behavioral features from simulated marketplace activity datasets
- Applied classification modeling techniques to estimate conversion behavior

Pizza Sales Analytics Dashboard (SQL Server & Tableau)

- Designed a relational SQL database to manage and analyze transactional sales data
- Performed exploratory analysis to identify high-performing products, peak demand periods, and revenue drivers
- Built interactive dashboards tracking KPIs, sales trends, and product performance

Football Analytics Dashboard (Tableau)

- Cleaned and standardized external sports datasets to ensure accurate reporting and data integrity
- Built interactive Tableau dashboards tracking KPIs, sales trends, and product performance

EXPERIENCE

Data Analytics Consultant – South Florida

Freelance/Contract | Jan 2026 - Present

- Analyzed operational and transactional datasets to support short-term business needs
- Performed data cleaning, validation, and exploratory analysis using Excel and SQL
- Created recurring reports and visualizations to communicate insights clearly

Orion Systems Integration – Davie, FL

IT Support Intern | Jun 2024 - Aug 2024

- Analyzed support and inventory records to identify recurring issues and improve tracking accuracy across systems
- Supported data integrity during system setups, migrations, and backups
- Maintained accurate records across multiple systems and tools
- Assisted with troubleshooting and documentation to support internal operations

EDUCATION

Florida International University (FIU) – Miami, FL

BBA, Double Major: Information Systems & Business Analytics | Cum Laude | GPA: 3.55

Relevant Coursework: Systems Analysis & Design, Database Management, Business Process Analysis, Data Visualization/BI

Broward College – Davie, FL

A.A., Management Information Systems | Cum Laude | GPA: 3.5