

About Me

Hi, I'm Jenae Espy, a data analyst with a passion for turning raw data into meaningful insights. With a background in community psychology and nearly a decade in marine retail inventory, I recently completed the Google Data Analytics Professional Certificate. I bring analytical thinking, curiosity, and practical skills in SQL, spreadsheets, and data visualization to every project.

◆ Skills

- SQL for data manipulation and analysis
 - Data visualization with Tableau, Power BI, and charts
 - Excel / Google Sheets / LibreOffice Calc
 - Data cleaning and preparation
 - Basic R programming
 - Statistical analysis and reporting
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Project 1: Whale Strandings Analysis (SQL)

Description:

This project analyzes a dataset of whale strandings over several years. The goal was to identify patterns by species, region, and year to inform conservation efforts. Whale strandings are complex events impacted by environmental and biological factors, and understanding trends can support timely intervention.

Tools Used:

- SQL: for cleaning, filtering, and aggregation
- LibreOffice Calc: for supplementary visuals and results formatting

Outcome:

- Identified Humpback Whales as the species with the highest strandings in 2015
- Created visual summaries highlighting species-region-year patterns
- Insights can help marine biologists prioritize research and outreach

Sample Query:

```
SELECT species, COUNT(*) AS strandings
FROM whale_strandings
WHERE year = 2015
```

GROUP BY species
ORDER BY strandings DESC;

Visualizations: (Optional, include if available)

- Species-by-year bar chart
- Regional map of strandings

Project Link:

[View Whale Strandings Report or Code](#)

Project 2: Seasonal Trends in Animal Shelter Intakes

Lake County, Florida (2025)

Description:

This project explores seasonal trends in animal intakes at the Lake County Animal Shelter in Florida. The goal was to determine intake volume patterns by month and recommend improvements in resource allocation. Publicly available intake data was cleaned, structured, and visualized to detect seasonal surges.

Tools Used:

- LibreOffice Calc
 - DATEVALUE() to clean and convert date formats
 - MONTH(), YEAR(), and TEXT(..., "MMMM") to extract time dimensions
 - COUNTIF() to summarize monthly intakes
 - Column chart to visualize seasonal trends

Outcome:

- Highest intakes occurred in **June and July**, indicating summer surge (e.g., kitten season or summer relocations)
- Lowest intakes were in **December and January**
- Recommendation: increase foster outreach and staff during peak summer months to prevent overcrowding

Visuals:

- Column chart of monthly intake totals

Project Link:

<https://drive.google.com/file/d/1uwF9vq5TLNqPyUFez5CiXQWCmbnJgoXh/view?usp=sharing>

Project 3: Marine Retail Sales Analysis

Description:

This project analyzes sales data from a marine retail inventory system to uncover monthly and category-based sales trends. Using pivot tables in LibreOffice Calc, I summarized total units sold by month and by product category, then visualized the data with column charts. The analysis revealed seasonal peaks in sales during March, July, and September, with lower activity in May and June. Electronics and Safety Gear stood out as high-performing product categories. This project demonstrates my ability to clean data, build pivot tables, and create visual insights to support business decisions.

Tools Used:

- LibreOffice Calc
 - Pivot tables to summarize sales by month and category
 - Column charts to visualize results
 - Screenshot editing for clean presentation

Outcome:

- Seasonal peaks in March, July, and September
- Electronics and Safety Gear categories showed highest sales
- Insights could guide restocking decisions and seasonal promotions

Visuals:

- Pivot table summary
- Monthly sales chart

Project Link:

<https://drive.google.com/file/d/1CutSpToJFWAZMW7q2TDBryWlhTor8Ixxw/view?usp=sharing>

Project Four: Cyclistic Ride Analysis by Hour

Description:

In this project, I analyzed over 2 million rides from Chicago's Cyclistic bike-share system using Excel's Power Query and Pivot Table tools. The goal was to uncover hourly usage patterns among casual and member riders to support data-driven business decisions.

I began by cleaning and combining 12 months of raw trip data from CSV files using Power Query. After transforming the dataset and standardizing date-time values, I created a Pivot Table and interactive bar chart to visualize ride frequency by hour of the day for each rider type.

Tools Used:

- Excel Power Query
- Pivot Table & Pivot Chart

Outcome:

I used Power Query in Excel to combine 12 months of CSV bike data and transform he dataset. Then, I built a pivot table and chart to visualize hourly ride patterns for both groups. The results highlight two distinct trends:

- **Casual riders** show higher activity in the afternoon and early evening
- **Members** have two sharp peaks during commuter hours (7-9 AM and 4-6 PM)

This analysis supports data-driven recommendations for targeted marketing and bike rebalancing operations.

Visualizations:

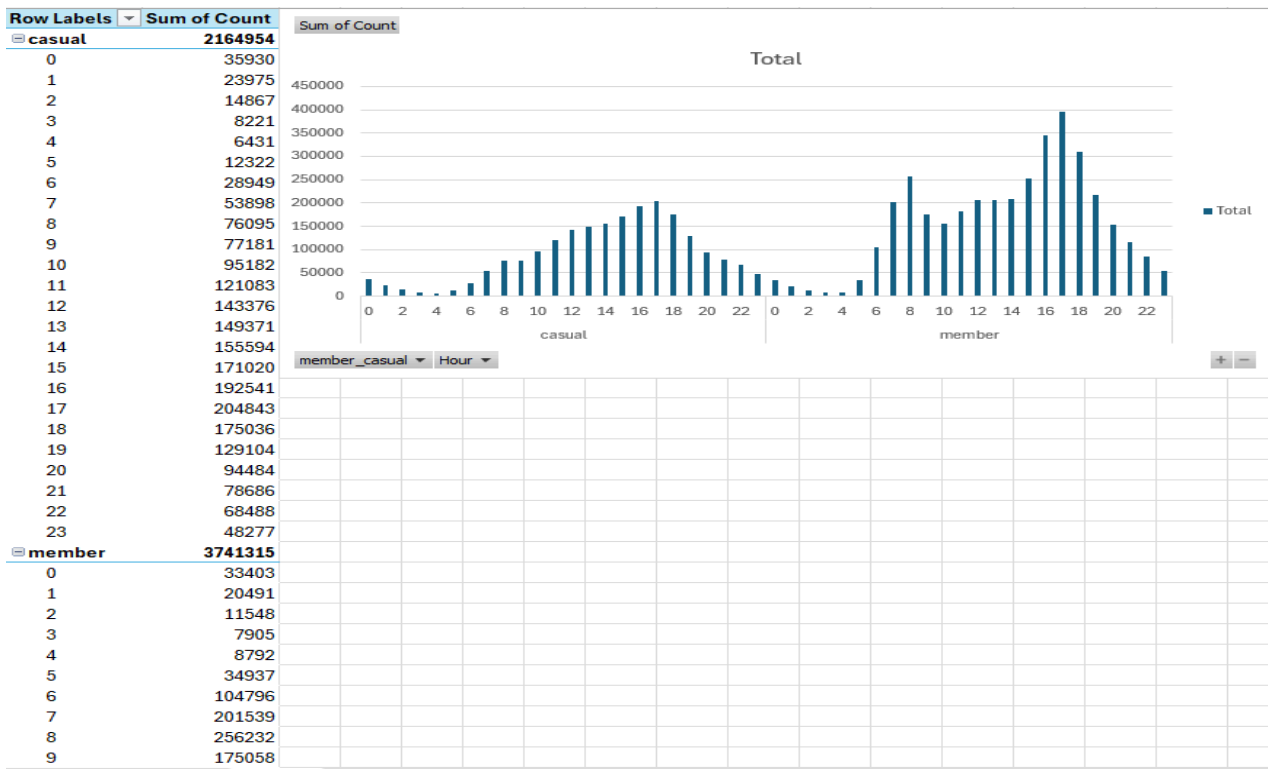


Figure 1: Ride Volume by Hour and User Type



Contact

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