

Diego Nuno

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Summary

Business Analyst with experience improving operations, customer experience, and digital presence for small businesses. Skilled in workflow optimization, KPI tracking, data analysis, and cross-functional collaboration. Multicultural communicator with a strong foundation in SQL, Tableau, R, Python and process improvement.

Education

Independent Study and Online Programs

Ongoing

Data Analysis & Business Analysis

Online

- Relevant Coursework: Data Analysis, SQL & Databases, Python Programming, Systems Design, Business Analysis Foundations.
- Developing analytical and technical skills through structured online programs and hands-on projects.

Google Data Analytics Professional Certificate

Completed

Data Analysis

Online

Japanese Language School

Completed

Language & Cultural Studies

Chiba, Japan

Experience

Cafe Remix

Feb 2026 – Present

Business Analyst – Operations & Customer Experience

Seattle, WA

Operational Analysis & Workflow Optimization

- Conducted end-to-end workflow analysis and created an operations log, identifying bottlenecks and reducing preparation time by 50% during peak hours.
- Implemented “Order Here” signage after identifying customer confusion at entry, improving customer flow and reducing line congestion during rush periods.
- Designed and deployed table QR codes linking to menu, social media, location, and feedback survey, reducing ordering time and front-counter wait by 30%.
- Updated digital and in-store menus, corrected modifier errors, and ensured pricing accuracy to streamline ordering and reduce staff mistakes.
- Identified electrical risks affecting POS, sound system, and kitchen printers; escalated issues to prevent operational disruptions.
- Flagged safety risks in customer seating/photo area and recommended corrective actions to prevent accidents.

Customer Experience & Service Design

- Analyzed customer feedback and identified confusion around business hours; updated Google/Apple listings and created branded Instagram highlights to improve clarity and reduce missed visits.
- Introduced new signage and menu structures to accelerate customer decision-making and improve overall service flow.
- Supported front-of-house operations by learning drink preparation and soufflé basics to better understand workflow and customer expectations.

Marketing & Digital Strategy

- Created and connected the café’s Facebook and Instagram pages, establishing a unified digital presence.
- Designed and executed social media marketing campaigns, including branded stories, product highlights, and promotional posts.
- Developed a customer feedback survey to gather insights on service quality, menu preferences, and customer expectations.
- Designed an exterior sign to improve street visibility and communicate product offerings to potential customers.

KPI Tracking & Reporting

- Built monthly KPI dashboards tracking net sales, guest count, guest average, refunds, voids, and operational metrics to support data-driven decision-making.
- Analyzed month-over-month performance (e.g., +74% sales growth in February, +6% in March) and provided insights to guide marketing and operational adjustments.

The Station Coffee Shop

January 2026 – Present

Business Analyst

Seattle, WA

- Analyzed customer discovery patterns and identified Google Maps as the primary acquisition channel, with 60%+ of new customers arriving through category-based searches.
- Updated Google Business Profile (keywords, categories, photos), improving ranking and increasing reviews from 120 to 159.
- Developed and executed a social media strategy across Instagram and Facebook, increasing reach, engagement, and external link taps.
- Identified misinformation online contributing to a 50% sales decline and implemented corrective updates across platforms.
- Created location-specific marketing insights, contributing to +11% sales growth at Columbia City and +3% at Beacon Hill (within 1 month).
- Designed content strategies using reels, food-focused posts, and CTAs to drive traffic to the website and directions page
- Produced a comprehensive business and marketing analysis summarizing customer behavior, sales trends, and performance insights.

Projects

Cyclistic Bike-Share Analysis

Nov 2025 – Jan 2026

Data Analyst Project

SQL, Tableau, Google Sheets, R

- Cleaned, validated, and prepared large-scale trip datasets using SQL and Google Sheets to compare behavioral differences between casual and annual riders.
- Built Tableau dashboards visualizing usage patterns, seasonality trends, ride duration, and customer segments.
- Conducted statistical analysis in R to identify key factors influencing membership conversion and rider engagement.
- Developed actionable recommendations to increase annual memberships based on peak usage times, ride frequency, and customer behavior insights.
- Presented findings in a structured, stakeholder-ready report summarizing insights, visualizations, and strategic recommendations.

Skills

Technical Skills: SQL, Tableau, Google Sheets, Excel (Pivot Tables, Formulas, Dashboards), Data Cleaning, Data Transformation, Data Validation, Data Quality, Data Manipulation, Data Integration, Data Processing, Data Visualization, Dashboards, Reporting, Python (Basic), R (Basic), Databases, PostgreSQL, Google Business Profile Optimization, POS Systems.

Business Analysis: Requirements Gathering, Process Mapping, Workflow Optimization, KPI Tracking, Performance Analysis, Customer Behavior Analysis, Market Analysis, Pattern Recognition, Root Cause Analysis, Continuous Improvement, Documentation, SOP Creation, Data-Driven Decision Making, Quantitative Research, Problem Analysis.

Operations & Customer Experience: Operational Efficiency, Service Flow Optimization, Menu & Product Strategy, Customer Feedback Analysis, Cross-Functional Collaboration, Risk Identification, Risk Mitigation, Food & Beverage Operations.

Soft Skills: Communication, Storytelling, Data Storytelling, Attention to Detail, Adaptability, Cross-Cultural Communication, Empathy, Teamwork, Leadership, Problem-Solving, Public Speaking, Multicultural Awareness, Intellectual Curiosity.

Languages: Spanish (Native), English (Fluent), Japanese (Intermediate), German (Basic).