

# Carlos Rubén Tosoratto

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## Data Analyst - Business Intelligence (Power BI & SQL)

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Portfolio: <https://car-toso.github.io/Car-Toso/>

## Professional Summary

Data Analyst and Business Intelligence professional with an engineering background and experience in designing and automating management reports for operational and business environments. Specialized in data consolidation, KPI definition, and dashboard development using Power BI and SQL to monitor results, deviations, and performance, supporting leadership decision-making. Strong focus on data quality, reporting standardization, and reduction of manual tasks, working closely with business stakeholders to facilitate data interpretation and effective use of information.

## Core Skills

- **BI & Visualization:** Power BI (Advanced DAX, Power Query), KPI Design & Business Metrics
- **Databases:** SQL (PostgreSQL, MySQL, BigQuery)
- **Data Engineering/ETL:** Data Cleaning, Normalization, Star Schema Modeling, Git
- **Business Tools:** Advanced Excel (Pivot Tables, Power Pivot), Google Sheets
- **Additional Technical Skills:** Python (basic), R (basic), Tableau, Looker Studio
- **Languages:** Spanish: Native, English: Intermediate (B1 – professional reading & written communication), Portugues (A2)

## Professional Experience

### Business Intelligence Analyst

### Industrial & Business Analytics (Consulting Projects)

Jan 2022 – Present | Rosario, Argentina

- Designed and maintained Power BI dashboards for operational, commercial, and financial reporting.
- Translated business and operational questions into KPIs and analytical models.
- Automated recurring reports using SQL, reducing manual reporting effort and improving data reliability.
- Built and maintained DAX measures to ensure consistent metric definitions.
- Collaborated with business stakeholders to clarify requirements and validate analytical outputs.

**Business Intelligence & Process Analyst**  
**Manufacturing & Industrial Environment**  
Mar 2004 – Dec 2021 | Rosario, Argentina

- Analyzed production and operational data to identify inefficiencies and improvement opportunities.
- Developed internal reports and dashboards tracking productivity, cost, quality, and maintenance indicators.
- Supported continuous improvement initiatives using data and quantitative analysis.
- Consolidated data from multiple sources to ensure reporting accuracy and consistency.
- Presented analysis results to supervisors and managers to support operational decisions.

## Projects

- **E-commerce Performance Analytics – Olist Brazil:** Customer cohorts, retention, conversion, and sales performance analysis using Power BI and DAX.
- **Sales & Customer Insights – AdventureWorks:** Sales segmentation, funnel analysis, and customer performance dashboards built on a star schema model.
- **SQL Analytics & Reporting Project:** Relational database design with views and queries, used as a reporting source for Power BI dashboards.
- **Retail Business Intelligence – Electromás:** Standardized dashboards tracking sales, margins, inventory rotation, and stock health for retail analysis.

## Certifications & Courses

- Google Data Analytics Professional Certificate – Coursera (2024)
- CS50's Introduction to Databases with SQL – Harvard (edX)
- Microsoft Power BI Desktop: Advanced DAX for Data Analysis – Udemy
- Microsoft Power BI Desktop for Business Intelligence – Udemy
- Microsoft Power BI Data Analyst (PL-300) – *In progress*

## Education

**Mechanical Engineering– UTN Rosario**  
Feb 2006 – Dec 2013 | Rosario, Argentina

**Electromechanical Technician– EET N.º 466**  
Jan 2000 – Dec 2005 | Rosario, Argentina