

Daniel Álvarez Míguez

Data Analyst | Finance & Business Intelligence



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[LinkedIn](#) |



[Portfolio](#)

Professional Summary

Data Analyst with expertise in SQL, Power BI, and Python. Skilled in transforming complex datasets into actionable insights that drive profitability. Strong background in Finance and Business Control with proven record of improving KPIs and optimizing business processes.

Key Skills

SQL (queries & optimization)	Power BI (dashboards & data viz)
Python (pandas, automation)	Data cleaning & modeling
Financial & operational analysis	Excel automation
Analytical thinking	Data storytelling
Team leadership	Problem solving

Professional Experience

03/2024 – 09/2024 | Department Manager | Leroy Merlin Nigrán

- Designed and analyzed management dashboards to track KPIs.
- Leveraged sales and profitability data to support strategic decision-making.
- Implemented data-driven initiatives to improve commercial efficiency.

06/2021 – 03/2024 | Team Leader | Decathlon Vigo

- Created reports and monitored key business indicators.
- Analyzed economic and operational ratios to identify areas for improvement.
- Defined commercial projects based on data and performance metrics.
- Managed KPIs: sales, stock, customer satisfaction.
- Increased sales by +15% through resource optimization and customer data analysis.

03/2019 – 03/2024 | Accounting Analyst | Decathlon Oleiros & Vigo

- Developed financial reports and conducted variance and forecast analysis.
- Contributed to monthly reporting and data visualization for management.
- Applied analytical tools to ensure accuracy of accounting information.
- Boosted EBITDA from –€40,000 to +€230,000 (+675%) in 2 years by margin analysis and cost optimization.

03/2019 – 05/2021 | Team Leader | Decathlon Oleiros

- Led a sales team, monitored performance metrics, and implemented action plans.

07/2017 – 02/2019 | Sports Sales Advisor | Decathlon Oleiros

- Provided customer service, sales support, and product expertise.

03/2010 – 06/2017 | Sports Sales Advisor | Decathlon Vigo

- Delivered excellent customer service and supported daily store operations.

Education

Diploma in Business Sciences | University of Vigo | 2011

Additional Training

Google Data Analytics Professional Certificate (240h) | Google | 10/2025

- Comprehensive training in data analytics: data collection, cleaning, analysis, and visualization
- Skills: SQL, R, Tableau, Google Analytics

Bootcamp Data Analytics & Big Data (420h) | Campus Dual TIC | 03/2025

- Advanced SQL, analytical database design
- Power BI dashboards & integrations
- Cloud data processing & Big Data (analytics & predictive models)

Digital Strategy Workshop (5h) | Google | 11/2016

Introduction to the Stock Market (32h) | University of Vigo | 10/2016

Languages

- **Spanish:** Native
- **English:** Professional proficiency