

# Daniel Álvarez Míguez

## Data Analyst | Finance & Business Intelligence

 dalvarezmiguez@gmail.com |  [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

#### 10/2025 – Present | Financial Controller | GOC S.A., Vigo, Spain

- Prepare and analyze financial reports using Power BI and advanced Excel.
- Manage financial planning and budget control processes.
- Monitor monthly economic dashboards and financial KPIs.
- Track and optimize expenses and investments.
- Identify cost management improvement opportunities.

#### 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.

#### 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 – 03/2024 | Team Leader | Decathlon (Oleiros & Vigo, Spain)

- 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.

#### 03/2010 – 02/2019 | Sales Advisor | Decathlon (Vigo & Oleiros, Spain)

- Provided excellent customer service and product expertise.
- Supported daily store operations and sales activities.

- Assisted in achieving store sales targets and maintaining stock levels.

## 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