

# Alejandra Martínez Vargas

## Business Analyst | Retail & Data Insights | SQL · Python · Power BI

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### Professional Summary

Business Analyst with 8+ years of experience in retail operations, strategic reporting, and commercial optimization. Certified in Data Analytics through Tripletten Bootcamp, with strong skills in SQL, Python, Power BI, and Tableau. Passionate about transforming data into business decisions that drive growth, efficiency, and customer experience. Known for a collaborative mindset, clear communication, and continuous improvement.

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### Technical Skills & Tools

- **Data & Programming:** SQL (PostgreSQL) · Python (pandas, NumPy, matplotlib, seaborn, plotly) · Data cleaning · A/B testing
  - **BI & Visualization:** Power BI · Tableau · Jupyter Notebook · Dashboard design · Data storytelling
  - **Business Tools:** Excel (pivot tables, metrics) · SAP · Notion · OKRs & KPIs · Visual merchandising · Process optimization
  - **Methodologies:** Scrum · Sprint-based collaboration
  - **Machine Learning:** scikit-learn · regression · clustering · model validation
  - **Languages:** Spanish (native) · English (C1 – documentation, interviews, teamwork)
  - **Soft Skills:** Empathy · Adaptability · Clear communication · “Learning by doing” culture
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### Projects

 GitHub Portfolio: <https://github.com/Data-Analyst-AI>

#### Marketing Investment Optimization – Showz

- Analyzed 2 years of visits, orders, and costs to evaluate **LTV, CAC, and ROMI** by acquisition channel.
- Recommended a **\$25–30K monthly budget reallocation**, prioritizing high-ROI sources.
- Tools: Python, SQL, Power BI, cohort analysis.

#### E-commerce A/B Testing & Hypothesis Prioritization

- Designed a framework to **evaluate marketing experiments** and interpret A/B test results.
- Generated insights that supported **revenue growth strategies**.
- Tools: Python (pandas, seaborn), Tableau.

#### Retail Cross-Elasticity (Price, Promotion & Layout)

- Analyzed fashion retail sales to understand impact of **pricing and shelf placement** on turnover.

- Delivered actionable insights to improve **promotional ROI and store layout strategy**.
- Tools: SQL, Power BI, Excel.

**Interactive Portfolio:** [data-analyst-ai.github.io/alejandramartinezv.github.io](https://data-analyst-ai.github.io/alejandramartinezv.github.io)

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## Work Experience

### **Trend & Accent – Regional Retail Supervisor**

Mexico City | Mar 2019 – Mar 2024

- Managed operations across key stores (Liverpool), aligning visual merchandising with sales KPIs.
- Achieved +20% sales growth via brand positioning and segmentation.
- Delivered training in sales, service, and leadership, boosting conversion and average ticket size.
- Optimized inventory turnover and compliance through data-driven reporting.

### **Distribuidora Internacional Lingerie de México – Regional Supervisor**

Mexico City | Nov 2011 – Jun 2017

- Oversaw commercial strategy for 100+ stores nationwide.
- Boosted sales by 30% by designing seasonal promotions and optimizing inventory according to regional demand.
- Reduced staff turnover -20% through training and leadership programs.
- Implemented store-level KPIs, boosting conversion and customer satisfaction.

### **Airbnb – Property Management & Guest Experience**

Vancouver, Canada | Jul 2017 – Feb 2019

- Managed properties for international guests, ensuring premium service and issue resolution.
  - Optimized reservation process and redesigned layouts, improving guest satisfaction and efficiency.
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## Education

### **Tripletten Bootcamp – Data Analytics Certificate**

Oct 2024 – Jul 2025

Key skills: Python, SQL, Tableau, Power BI, Data Visualization, A/B Testing, Cohort Analysis.

### **UNITEC – B.A. in Business Administration**

2000 – 2004

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