

Alejandra Martínez Vargas

Data Analyst Jr. | Business Insights | Python · SQL · Power BI

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Professional Summary

Data Analyst Jr. with a strong foundation in **Python, SQL, Tableau, and Power BI**, recently certified through the **Tripletten Data Analytics Bootcamp**. Bringing **8+ years of retail leadership experience** in strategy, KPIs, and team development, now combined with technical expertise in data analytics. Passionate about transforming raw data into **actionable insights** to drive smarter decisions in pricing, promotions, and customer experience.

Technical Skills & Tools

- **Programming & Data:** Python (pandas, NumPy, matplotlib, seaborn, plotly) SQL (PostgreSQL, joins, filters) · Data cleaning · Statistical testing
 - **BI & Visualization:** Tableau · Power BI · Jupyter Notebook · Data storytelling · Dashboard design
 - **Business & Tools:** Excel (pivot tables, metrics) SAP · Notion · OKRs & KPIs · Visual merchandising · Process optimization
 - **Languages:** Spanish (native) · English (C1)
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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

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
