

# Alejandra Martínez Vargas

Data Analyst | BI & Retail Strategy | Python · SQL · Power BI

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## Professional Summary

Retail Strategy & Data Analyst with 8+ years leading commercial operations, customer experience, and team development in fashion and luxury. Recently certified in data analytics (Python, SQL, BI), with strong command of Power BI and Tableau. Proven success in regional execution, visual merchandising, and KPI analysis. Passionate about applying AI, analytics, and automation to transform operations. **“I turn data into decisions that sell-pricing, promotions, layout, and store culture.”**

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## Technical Skills & Tools

- **Programming & Data:** Python (pandas, NumPy, seaborn, matplotlib, plotly) · SQL (PostgreSQL, joins, filters) · Data cleaning · Statistical testing
  - **Visualization & BI:** Tableau · Power BI · Jupyter Notebook · Google Sheets · Dashboard design · Data storytelling
  - **Business Software:** Excel (pivot tables, formulas, metrics) · Word · PowerPoint · SAP · Notion
  - **Retail & Strategy:** Commercial diagnostics · Visual merchandising · OKRs & KPIs · Team training · Conflict resolution
  - **Languages:** Spanish (native) · English (C1)
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## Projects

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

### Business Analysis

Analyzed user and customer behavior on the Showz platform to identify the most profitable acquisition channels and recommend efficient marketing budget reallocation.

### Data-Driven Decision Making

Designed and implemented a project to prioritize marketing hypotheses and evaluate A/B test results on an e-commerce platform, driving revenue growth through actionable insights.

### Cross-Elasticity in Retail/Fashion – Price, Promotion & Layout

Analyzed how pricing and shelf placement affect product turnover across WOMAN/MAN categories. Delivered insights to optimize promotional ROI, layout strategy, and pricing decisions.

**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*

- Led commercial strategy and execution in key stores (Liverpool), aligning visual merchandising with sales goals
- Achieved **+20% sales growth** through brand positioning, store segmentation, and team development
- Delivered **training in service, sales, and leadership, boosting conversion and average ticket**
- **Managed inventory, operations, and stakeholder relations**, optimizing turnover and field compliance

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

*Mexico City | Nov 2011 – Jun 2017*

- **Oversaw commercial operations across 100+ stores nationwide**, optimizing sales, merchandising, and inventory processes
- **Improved results by +30%** through promotional strategies during key seasons and regional demand alignment
- **Developed and trained sales teams**, reducing turnover and strengthening product, service, and marketing skills
- **Implemented strategic displays and effective communication with store managers**, increasing traffic and conversion
- **Acted as liaison between stores and HQ**, ensuring operational efficiency and commercial goal alignment

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

*Vancouver, Canada | Jul 2017 – Feb 2019*

- Managed properties and hosted international guests, ensuring premium experience and issue resolution
- Redesigned spaces and operational processes, improving customer satisfaction and reservation efficiency

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## Education

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

*Oct 2024 – Jul 2025*

### **UNITEC – Bachelor's Degree in Business Administration**

*Jan 2000 – Jul 2004*

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