

# Jose David Batista Zerpa

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## Profile

Business Intelligence Specialist and Data Modeling Expert. Experienced in designing and implementing BI solutions using tools like Power BI, Python, and SQL. Focused on transforming data into strategic insights through the development of interactive dashboards, relevant KPIs, and predictive analysis. Committed to continuous learning and professional growth, with strong resilience, effective communication skills, and the ability to collaborate in multidisciplinary teams.

## Education

### Bachelor's Degree in Business Administration

July 2022

*Universidad de Las Palmas de Gran Canaria (ULPGC)*

### Master's in Business Intelligence

March 2024

*Universidad Internacional de La Rioja (UNIR)*

## Professional Experience

### Business Analytics Specialist

São Paulo, Brazil

Viscofan

Jan 2024 - Jan 2025

- Conducting business analytics for the marketing department, focusing on data-driven strategies to optimize performance.
- Automating data extraction processes with Python and managing insightful dashboards in Power BI.
- Supporting strategic decisions through data modeling, ETL processes, and comprehensive market analysis.
- Collaborating with cross-functional teams to enhance data utilization across marketing initiatives.

## Skills

- Data Analytics & Business Intelligence:** Power BI, Python, Power Platform, SQL Server, Excel.
- Automation, Workflow Tools and web design:** Bubble, Make, HTML, CSS, Javascript, Flask, Bootstrap.
- Design & Communication:** Canva, ChatGPT API integration.

**Languages:** Spanish -> Native; English -> C1; Portuguese -> B2

## Certifications

Microsoft Certified: Power BI Data Analyst Associate  
(PL-300)

August 2024