

Education

University pedagogical and technological of Colombia

Psychology

Relevant Coursework: Probability and statistics, psychometrics, and quantitative research projects

Tunja, Colombia

2022 - Currently

Tableau

Certified Data Analyst

Experience in creating interactive visualizations and dashboards in Tableau for complex data analysis and business insights generation.

Remote

November 2024

Technical Skills & Projects

Programming: SQL, MySQL, Oracle, Python, Matplotlib, Pandas, Git, GitHub.

Statistics & Data Analysis: Inferential statistics, clustering, correlation analysis.

Data Visualization: Tableau, Power BI, Excel (dashboards and macros)

Soft Skills: Problem-solving, analytical thinking, adaptability, effective communication

Languages: English (intermediate)

- Developed KPIs for small businesses, managing real-time data to visualize historical information. This enabled present analysis and future forecasting, as well as the creation of reports to facilitate traceability across the entire team. I also created interactive charts to support decision-making processes.
- Independently built data analytics dashboards using Tableau, integrating reports and alerts directly into Slack via webhooks. These alerts were based on minimum and maximum indicators relevant to business contexts.
- Conducted data cleaning on historical spreadsheets using SQL for database migrations, and developed basic reports through PL/SQL, including necessary constraints using triggers and other mechanisms.
- Utilized Pandas and Apache Spark to efficiently process and clean large volumes of data, ensuring accurate analysis and insightful reporting.
- Implemented pseudo-random number approaches for sampling information and survey simulations using Python, Scikit-learn, and pseudo-random number theory, optimizing data collection processes.
- Automated data entry and information control processes for clients using macros in Excel. Developed streamlined forms and generated high-level charts and reports with corresponding modules and filters, simplifying client data management.
- My growth as a data analyst has also involved presenting data in the most understandable and useful formats for clients. I have developed heat maps, Pareto charts, mosaic plots, stacked area charts, and other traditional visualizations to clearly convey insights.

Relevant Experience

Freelance

Social media

Collaborating with technology development professionals to build and optimize personal brands on platforms like LinkedIn and X (formerly Twitter). This includes leveraging data analysis to identify content trends, audience engagement metrics, and performance insights, enabling data-driven strategies for personal brand growth and visibility.

Remote

2024 - Currently

Leadership

CLINICA Y SALUD

Leader in investigation

Active member of the Clinical and Health Research Group of the Universidad Pedagógica y Tecnológica de Colombia. With experience in design and execution of studies. Currently, I lead the research proposal on the impact of social networks on the social skills of adolescents, focusing on a quantitative and comparative analysis to evaluate possible associations between these variables. Responsible for planning, team coordination, and supervision of the methodologies used according to the empirical-analytical approach.

Tunja, Colombia

June - Currently