

# Juan D. Lora

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## EXPERIENCE

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### Data Analysis Volunteer

*The Guanaquita Restaurant*

Jan 2025– Present

- Analyzing three years of sales data to determine the restaurant's client-serving capacity and identify opportunities to improve sales performance on underperforming days making use of Python and Excel.
- Uncovering patterns and trends in monthly and yearly sales to inform operational and marketing strategies.
- Evaluating daily sales performance weighted by operational hours to optimize efficiency and scheduling.
- Conducting item-level sales analysis to identify high-performing and underperforming menu items, supporting inventory and menu development.
- Preparing a comprehensive written and graphical report and interactive Power BI for the owners and marketing team, focusing on actionable recommendations to:
  - Increase customer visits through improved branding and social media strategies.
  - Enhance the restaurant's online presence and reputation.
- Collaborating with the marketing team to design solutions aimed at improving customer engagement and revenue.

### Sales Analyst

Globant Tech

Jul 2022 – Jan 2023

- Supported sales strategy through the accomplishment of request of proposal (RFP documentation) commerce, Income Tax Return, and Financial Statements, among others
- Managed stakeholder relationships including internal teams and clients.
- Liaison with the work team, clients, and legal team for administrative documents (NDA, RFP, RFI).
- Managed the submittal of administrative documents to the legal team for review via Jira Stuff tool.

## PROJECTS

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- **Data Analysis Project:** Canada Vehicle Sales (SQL)
- **CPI Forecasting Project:** Consumer Price Index (CPI) – Canada (R)
- **Data Cleaning & Classification Project:** NYC Airbnb Dataset (Python)
- **Deep Learning Classification Project:** Garbage Classification Model and App – Waterloo-Kitchener Region
- **Machine Learning Classification Project:** Breast Cancer Wisconsin Diagnostic Dataset

## EDUCATION

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<b>Graduate Certificate in Predictive Analytics GPA: 3.3/4.0</b> – Canada.	Dec 2024
<b>Graduate Certificate in Business Analytics (GPA: 3.65/4.0)</b> – Canada.	Apr 2024
<b>Bachelor of Economics and businesses (GPA: 4.2/5.0)</b> – Colombia.	Jan 2023
<b>Diploma in Big Data and Business Intelligence</b> – Colombia.	Nov 2022

## SKILLS

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<b>Bilingual – English &amp; Spanish</b>	<b>SQL</b>	<b>Deep Learning</b>
<b>Data Analysis</b>	<b>Python</b>	<b>Self-Learning</b>
<b>Microsoft 365 tools</b>	<b>R</b>	<b>Interpersonal Skills</b>
<b>Power BI</b>	<b>Excel</b>	<b>Problem Solving</b>
<b>Agile/Scrum</b>	<b>Machine Learning</b>	<b>Communication</b>

## CERTIFICATES AND AWARDS

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- **SCRUM – Scrum fundamentals certificate.** Dec 2022
- **Icesi University – Honor Roll** 2020-2, 2021-1, 2021-2, 2022-1