

ELENA SANTAMARÍA

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Work Experience:

Amazon EU <i>Business Intelligence Engineer – Amazon Transportation Services</i>	Luxembourg, Luxembourg December 2023 – May 2024
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- Web scraping for automating messages in Amazon Chime and Slack. Expected impact: ~4hour saved/month.
- Maintained ATS KPIs dashboard by doing a Weekly business review of main metrics, using AWS Quick Sight for guaranteeing data accuracy, and reporting any error or diverse variation to stakeholders by raising a ticket to the table owner, including sending updates to my team for transparency.
- Addressing support and implementation tickets for the Data and Analytics team, assisting other teams in enhancing and refining their pipelines.

<i>Business Analyst Intern – Global Transportation Services</i>	June 2023 – December 2023
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- Developed and implemented code to analyze large databases across Europe, focusing on identifying and resolving misattribution problems within packages. I used Automating and accelerating metric generation and analysis by creating an ETL (Extracting, Transforming, Loading) process, as well as SQL queries and AWS Redshift
- Utilizing visualization tools and Excel, I ensured the integrity of data by updating and maintaining accurate information.

Avatel Telecom <i>Business Analyst Intern – Billing and Debt</i>	Madrid, Spain June 2022 – September 2022
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- Developed Tableau dashboards to monitor key performance indicators (KPIs) facilitating the tracking and analysis of company billing and debt. Additionally, I utilized Excel dynamic tables to identify potential inconsistencies in billing data, ensuring accuracy and reliability.

Education:

CEU San Pablo University <i>Double degree in Business Administration and Business Intelligence</i>	Madrid, Spain September 2018 – January 2024
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Relevant Coursework: Mathematics, Natural Language Processing (NLP), Deep Learning, Machine Learning models, Database Systems, Computer Programming, Statistics and Probability, Predictive Modeling for Data Driven Decision Making, Data Mining, Big Data for Marketing Analysis, Macroeconomics, Micro-econometrics, Corporate Finance.

University of Hertfordshire Hatfield, United Kingdom As an exchange student, I spent my fourth year of my bachelors in UK where I improve my English and I had the opportunity to meet people from different backgrounds. Also, I learned to be more independent and enhanced my soft skills such as problem-solving, critical thinking and adaptability.	September 2021- May 2022
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Projects:

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- Machine Learning: Wine components analysis with RStudio, applying multiple lineal regression and correlation analysis among multiple variables using Pearson model and using ARIMA model for forecasting the average monthly price of the Airbnb apartments in Madrid.
 - NLP: Sentiment analysis on social networks for identifying which are the most popular products of a company, models to classify in relevant and non-relevant comments in the web page and word translation.

Technical Skills:

Python, RStudio, AWS (S3 and Redshift), Data analysis (AutoGluon, Pandas, SciPy, Matplotlib, Seaborn), Deep learning (Tensorflow, Pytorch) NLP (SpaCy, NLTK), Web Scraping (BeautifulSoup, Selenium), Database Systems (SQL/MySQL, ETL Datanet), Data Visualization (Quick sight, Tableau) and Office (Excel, PowerPoint, Word, Outlook)

Languages:

Spanish (Native) and English (Advanced, C1)