

Marvin Baesa

Data Analyst / Business Intelligence Analyst

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Work Experience

Data Analyst | E - commerce

August 2023 - June 2024

- Collect and clean data from various sources
- Identify and analyze trends, patterns and anomalies in complex datasets
- Create and manage interactive dashboards and reports to visualize data-driven insights.
- Create and maintain data models
- Locate and define new process for improvement
- Create monthly and ad-hoc reports
- Analyze and gather business requirements for stakeholders
- Develop and implement databases, data collection systems, data analytics and other strategies that optimize statistical efficiency and quality
- Develop automations script for Daily Reporting / Weekly Report
- Analyze and organize raw data
- Perform tailored financial analyses to assist specific projects or initiatives focused on boosting growth and profitability.
- Developed KPIs that supported business growth and informed strategic decision-making.
- Developed and organized Lead Generation Reporting for Marketing Team
- Develop Dashboard and KPI's for Customer Lifetime Value

Relevant Skills

- SQL
- Python
- Web scraping
- Data Modelling
- Experienced in API
- Data Mapping
- Database Design
- Data Cleaning
- Data Transformation
- Data wrangling
- Data Analysis
- Development of Data Pipelines
- Tableau
- Power BI
- Salesforce
- Advance working knowledge in Excel / Google Sheet
- MS Access
- KPI Development
- Reports Automation / Generation
- Shopify
- Data Entry
- Github

Educational Background

BACHELOR OF SCIENCE IN INDUSTRIAL ENGINEERING

National College of Science and Technology
2015-2020

Data Engineer Banking Industry

February 2023 - August 2023

- Create and maintain optimal data pipeline architecture
- Work with stakeholders including the Executive, Product, Data and
- Design teams to assist with data-related technical issues and
- support their data infrastructure needs.
- Designs data integrations and data quality framework.
- Create and design ETL Pipelines based on stakeholders
- requirements
- Combine raw information from different sources
- Develop analytical tools and programs
- Analyze and organize raw data

Data Analyst E-commerce | Oregon USA

January 2022 - February 2023

- Work with executives and other business leaders to identify opportunities for improvement
- Create reports for internal teams and/or external clients Collaborate with team members to collect and analyze data
- Use graphs, infographics and other methods to visualize data Establish KPIs to measure the effectiveness of business decisions Structure large data sets to find usable information
- Work with a team of analysts and other associates to process information
- Create presentations and reports based on recommendations and findings
- Evaluate business needs and objectives
- Interpret trends and patterns
- Develop and track KPIs to inform strategic business decisions.
- Clean and combine data from various sources
- Update and manage inventory system
- Develop financial models to gain insights about Company's financial performance

Junior Logistics Analyst / Financial Analyst | Logistics industry

December 2020 - January 2022

- Created accurate financial reports and cost analysis to communicate financial performance to key stakeholders
- Collaborate with various departments to develop and maintain detailed financial models for cost analysis, financial modeling, price index maintenance, and strategic planning.
- Created an Automated Process of Cost Analysis
- Work with a team of analysts and other associates to process information
- Create presentations and reports based on recommendations and findings

Market Research Analyst | Australian Client - Real Estate

June 2020 - December 2020

- Analyzed comparable properties to assess market value.
- Scrapped property listings on various property listing websites.
- Created a dashboard for visualizing and analyzing scraped property listings.
- Collaborated with a team of analysts and associates to process and interpret data.
- Developed presentations and reports based on recommendations and findings.
- Evaluated business needs and objectives, providing actionable insights.
- Interpreted market trends and patterns to inform strategic decisions.
- Assisted in financial analysis and forecasting related to property investments.
- Developed report templates using Excel and Google Sheets.

Trainings and Certifications:

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE GOOGLE

OCTOBER - DECEMBER 2022

SCRUM FOUNDATION PROFESSIONAL CERTIFICATE

CertiProf

OCTOBER 25, 2022

ENTERPRISE DESIGN THINKING PRACTITIONER

IBM

NOVEMBER 7, 2022

DATA SCIENCE FOUNDATIONS LEVEL 1 & 2 (SQL 101, PYTHON 101, SQL AND RELATIONAL DATABASES

101, DATA SCIENCE 101)

IBM

NOVEMBER 4, 2022

BUSINESS INTELLIGENCE FOUNDATION PROFESSIONAL CERTIFICATION - BIFPCS

CERTIPROF

NOVEMBER 30, 2022

FOUNDATIONS FOR BIG DATA ANALYSIS WITH SQL

CLOUDERA

DECEMBER 19, 2022

FOUNDATIONS OF PROJECT MANAGEMENT

GOOGLE

DECEMBER 28, 2022

ENGINEER DATA IN GOOGLE CLOUD

GOOGLE CLOUD PINAS

NOVEMBER 18, 2022

MIGRATE MYSQL DATA TO CLOUD SQL USING DATABASE MIGRATION SERVICE

GOOGLE CLOUD PINAS

NOVEMBER 16, 2022

BIGQUERY BASICS FOR DATA ANALYSTS

GOOGLE CLOUD PINAS

NOVEMBER 17, 2022

INSIGHTS FROM DATA WITH BIGQUERY

GOOGLE CLOUD PINAS

NOVEMBER 17, 2022

ORACLE SQL DATABASES SPECIALIZATION

LearnQuest

JANUARY 17, 2023

EXPLORING DATA WITH LOOKER

GOOGLE CLOUD PINAS

NOVEMBER 19, 2022

DATA CATALOG FUNDAMENTALS

GOOGLE CLOUD PINAS

NOVEMBER 19, 2022

IBM DATA SCIENCE PRACTITIONER

IBM

NOVEMBER 30 2023

CHARACTER REFERENCE

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I certify that the information submitted in this application is true and correct to the best of my knowledge.