Gustavo Santana

Financial Data Analyst

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WORK EXPERIENCE

Apr 2023 - Present
GDL, Mexico

Senior Financial Analyst (Promotion)

Hewlett Packard Inc

- Recognized with HP Presidents Club Award 2023 as one of the top 200 performers worldwide, selected for my exceptional contributions in digitalization and data analysis.
- Led digitalization efforts to increase the customer coverage under the Financial Analysts scope, going from covering only 50% of the WW total revenue to 75% ($201M quarterly) through reporting automation and dashboard development.
- Developed and maintained global Power BI reports ranking in top 250 most-used dashboards company-wide, serving 200+ daily users across multiple regions and driving key business decisions.
- Automated Month End Close (MEC) reporting processes using Python, reducing processing time by 63% (8+ to 3 hours), enabling 60+ stakeholders to conduct deeper financial analyses.
- Collaborated with Deloitte, PWC, and the Data Science team to implement and validate Hardware Leasing tracking tools using SQL and Python, improving portfolio visibility and risk management

Jan 2022 - Apr 2023
GDL, Mexico

Financial Analyst

Hewlett Packard Inc

- Engineered enterprise-wide Power BI dashboards integrating SAP S4 and organizational databases through SQL and Python, enabling 100+ daily users to monitor ~4,600 accounts from executive KPIs to printer-level metrics, driving improved forecast accuracy.
- Led data mining initiatives reducing underperforming accounts by 46% (from 35% to 19% of portfolio), through enhanced margin risk identification and mitigation strategies.
- Automated report processing tasks through SQL and Python, saving each Financial Analyst 3-hours work per analyzed client, while diving deeper into granular data to spot risks and provide targeted recommendations to Account Managers.
- Redesigned cross-team Leasing Entries workflow for Month End Close, reducing processing time by 50% (7 to 3.5 hours) and improving reporting accuracy.

Jan 2021 - Jan 2022
GDL, Mexico

Finance Intern

Hewlett Packard Inc

- Streamlined controlling processes through SQL query enhancements and Power BI automation, contributing to improved team efficiency.
- Supported the development of customized reports for various stakeholders, enabling a deeper understanding of key financial metrics and trends.

EDUCATION

Jan 2023 - Dec 2024
Mexico

Master of Data Science

National Council of Science and Technology (CONACYT)

Aug 2019 - Jan 2020
SYD, Australia

International Exchange Program

University of New South Wales (UNSW)

Aug 2017 - Dec 2021
GDL, Mexico

Bachelor of Financial Management

University of Guadalajara

TECHNICAL SKILLS

Python	**Power BI**	**SAP S4 HANA**
SQL	**Excel**	**SAP Analytics Cloud**
R	**Power Query**	**SAP FI/CO Modules**
HTML & CSS	**Power Point**	**SAP Web Intelligence**

COURSES & CERTIFICATIONS

Data Engineer Associate, Datacamp, Dec 2024

Data Analyst Associate in SQL, Datacamp, Jul 2024

Interactive Python Dashboards with Plotly and Dash, Udemy, Dec 2022

Azure Fundamentals Certification, Microsoft, July 2022

Introduction to Time Series Analysis and Forecasting in R, Udemy, Oct 2021

Applied Data Science, IBM, August 2020

AWARDS & RECOGNITIONS

HP Presidents Club 2023, one of the three financial analysts selected under Customer Operations Finance

HP Enabler, Ideator & Tech Driver Badges, DigiFi (Digital Finance) Badges, earned for leading automation and digitalization projects using Microsoft Power Apps

Recognition at HP, Over 25 recognitions received by management and colleagues for exceptional performance and contributions