

# Juan David Mosquera Neira

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## PROFILE SUMMARY

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*Data Analyst with 3+ years of experience transforming complex datasets into actionable insights to enhance business performance. Skilled in Python, SQL, Tableau, and Alteryx, with a strong background in data engineering and business intelligence for global organizations in marketing and payments.*

## PROFESSIONAL EXPERIENCE

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### Mediabrand

Data Analytics

Bogotá, Colombia

December 2022 – March 2025

- Designed and implemented automated ETL workflows in **Alteryx**, reducing manual processing time by **30%** and improving reporting consistency.
- Managed and optimized relational databases in **SQL Server** and **Python**, increasing data refresh frequency by **40%** and maintaining **99% accuracy**.
- Built interactive dashboards in **Tableau** that improved decision-making speed by **20%**, empowering executives with real-time campaign performance visibility.
- Introduced data validation and monitoring processes that cut reporting errors by **25%**, enhancing trust in analytics deliverables.
- Automated recurring reports and workflows, improving operational efficiency by **35%** and supporting faster business responses.

### ACI Worldwide

Assoc Solution Consultant

Bogotá, Colombia

February 2022 – December 2022

- Developed **Salesforce** dashboards and CRM analytics to provide real-time visibility of sales and client KPIs, improving reporting efficiency by **25%**.
- Built automation tools that reduced consultants' data preparation time by **30%**, enabling faster client turnaround and project delivery.
- Supported data-driven go-to-market strategies by analyzing payment industry trends and identifying high-growth opportunities.
- Created customized analytical materials for client presentations, contributing to improved engagement and strategic decision-making.

## EDUCATION

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### IEBS Business School

Master in Business Intelligence and Data Analytics

Barcelona, Spain

2021-2023

### Smart Data

Specialization in Data Science and AI with Python

Lima, Peru

2025

## CERTIFICATIONS

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<b>Web Development Certificate</b> - CoderHouse	2023
<b>Transact-SQL Certificate</b> - The SQL of School	2023

## TECHNICAL SKILLS

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**Programs & Databases:** Python, SQL Server, Git, GitHub.

**Business Intelligence:** Tableau, Power BI, Alteryx, Excel, Salesforce.

**Data Science:** Pandas, NumPy, Scikit-learn, XGBoost, Seaborn, Matplotlib.

**Marketing Analytics:** GA4, Admetricks, adCuality, Semrush, Google ads, Meta ads.

**Automation & AI Tools:** n8n, NotebookLM, ChatGPT, Gemini.

## LANGUAGES & SOFT SKILLS

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**Languages:** Spanish (Native), English (Upper Intermediate - Kaplan International, Manchester).

**Soft skills:** Analytical Thinking, Problem-Solving, Creativity, Cross-Functional Collaboration, Strategic Mindset, Effective Communication.

## PROJECT HIGHLIGHTS

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- **Guest Insights Dashboard (Personal Project):** Developed an interactive Tableau dashboard simulating guest satisfaction and spending data to identify key factors influencing onboard revenue.
- **Automated Financial Tracker:** Designed an Alteryx pipeline to automate daily updates for sales KPIs and pricing metrics, cutting reporting lag by 40%.

## PORTFOLIO

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**Website:** <https://naujmn.github.io/Portfolio/>