

# VALESCA BRAVO

Dublin, Ireland | Stamp 4 (no sponsorship required)

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Portfolio: <https://valescabravo.github.io/> | LinkedIn: [linkedin.com/in/valescabravo](https://linkedin.com/in/valescabravo) | GitHub: [github.com/valescabravo](https://github.com/valescabravo)

## PROFESSIONAL PROFILE

Data Analyst with a Master's in Big Data & Business Intelligence, delivering decision-ready reporting using Power BI (DAX/Power Query), SQL and Python. Strong in Data Cleaning, dimensional modelling (star schema), Stakeholder Reporting and Data Governance; ICDL Data Protection certified.

## TECHNICAL SKILLS

**Power BI & Reporting:** Power BI (DAX, Power Query/M); KPI definition, drill-down and report UX; Stakeholder reporting and data storytelling

**Data & Analytics:** SQL Queries (MySQL); Python (pandas, NumPy, scikit-learn); basic scripting/automation; Data Cleaning, ETL and data quality checks; Classification (logistic regression, random forest); ROC-AUC, PR-AUC; Cohort/lifecycle analysis, segmentation, PCA and clustering

## PORTFOLIO PROJECTS (SELECTED)

### Power BI Dashboard - KPI Reporting & Drill-down

Portfolio: <https://valescabravo.github.io/>

- Built an end-to-end Power BI dashboard: star-schema model, DAX KPI measures, and automated Power Query transformations (Data Cleaning) to standardise reporting.
- Delivered stakeholder-ready views across 2,240 customers: segment KPIs, drill-through and documented metric definitions.

### Predictive Modelling - Response Propensity (Python / scikit-learn)

Portfolio: <https://valescabravo.github.io/>

- Trained and compared Logistic Regression vs Random Forest on an imbalanced response target (~15% responders); selected Random Forest with ROC-AUC 0.871 and PR-AUC 0.558.
- Simulated fixed-budget prioritisation (top 50% ranked customers) vs random selection: ROI increased from ~201% to ~460%, delivering +43 additional conversions and ~EUR 860 incremental revenue.

### Travel Agency Database System (MySQL) - Academic group project

<https://valescabravo.github.io/Travel-Agency/>

- Designed ER model and implemented a normalised relational schema (3 tables) with primary/foreign keys and referential integrity.
- Developed SQL Queries (joins, aggregations, date filters) and ETL loads from CSV; documented schema decisions and business rules.

## PROFESSIONAL EXPERIENCE

### Caregiver | Home Instead | Dublin, Ireland | May 2022 - May 2025

- Maintained accurate, timely care records supporting continuity of care and multi-person coordination; applied consistency checks to reduce ambiguity in client updates.
- Handled sensitive personal and health information under strict confidentiality, strengthening GDPR-aligned habits and Data Governance behaviours.

### Operations Specialist (Programmatic / Performance Analytics) | Minga Digital | Santiago, Chile | Jun 2015 - Feb 2019

- Executed 10+ RTB and programmatic campaigns, achieving 15% higher CTR than industry average through data-driven optimisation.
- Analysed multi-source performance data, reallocated budget and improved ROI by 15%; optimised 50+ campaigns weekly.

**Programmatic Trader | Affiperf (Havas Media Group) | Santiago, Chile | Nov 2014 - Jul 2015**

- Managed programmatic campaigns in MediaMath and AppNexus; monitored KPIs and delivery quality and achieved up to 75% viewability.

**EDUCATION****Master's in Big Data & Business Intelligence | Next IBS & Universitat de Lleida, Spain | 2022 - 2023**

First Class Honours (8.1/10). Thesis: Intelligent Actions for Sustainable Tourism Management (R, SQL, Power BI; logistic regression and clustering for decision-oriented indicators).

**Higher Diploma in Data Analytics for Business | CCT College Dublin, Ireland | 2021 - 2022**

First Class Honours (7.3/10). Thesis: Stock Market Prediction (ARIMA and Facebook Prophet).

**Bachelor's in Advertising | Universidad Mayor, Chile | 2013 - 2014**

First Class Honours.

**Bachelor's in Digital Audiovisual Communication | Instituto Santo Tomas, Chile | 2007 - 2011**

Second Class Honours.

**CERTIFICATIONS & TRAINING**

- ICDL Data Protection Certification - eCollege (2025)
- Digital Marketing with AI Programme - Open Doors Initiative & Accenture / FutureLearn (Jul-Aug 2025)
- Microsoft Azure Fundamentals (AZ-900) - Microsoft (2024)
- Google Cloud: Big Data & ML Fundamentals - Coursera (2024)