

Yael Hasson Tapiero

BI Engineer

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SUMMARY:

Dynamic and results-oriented BI Engineer with extensive experience in data analysis, business insights, and leveraging cutting-edge tools to drive decision-making. Proven ability to design scalable ETL pipelines, build impactful dashboards, and deliver actionable insights that optimize business performance. Skilled in collaborating across teams to address complex business challenges and enhance customer experiences through innovative, data-driven frameworks. Excels at empowering stakeholders with tailored analytics and clear communication, driving informed decision-making at all organizational levels.

SKILLS:

- **Languages:** English - fluent, Spanish - native, French - proficient
- **Technical Tools:** SQL, Tableau, QuickSight, Power BI, AWS (Redshift, S3, GLUE, Lambda), Python (Jupyter Notebook), Visual Studio Code.
- **ETL and Data Expertise:** Advanced SQL skills in writing queries and building scalable ETL pipelines. Experience with AWS services for data storage and processing.
- **Data Visualization:** Proficient in Tableau and QuickSight for creating impactful dashboards that drive business decisions.
- **Analytics:** Skilled in A/B testing, data analysis, and delivering actionable insights.
- **Soft Skills:** Agile project management, cross-regional collaboration, and clear communication with stakeholders.

PROFESSIONAL EXPERIENCE:

Business Intelligence Engineer

Amazon | Luxembourg, Luxembourg | March 2022 – *Present*

- Supported marketing, sales, supply, and finance teams in the Cross Category Devices organization through data insights.
- Developed SQL queries and scheduled ETL jobs to retrieve data on customers, orders, shipments, sales and inventory.
- Designed and maintained dashboards in Tableau and QuickSight to meet business needs.
- Delivered in-depth analyses to support strategic decision-making.
- Leveraged AWS tools (S3, Redshift, GLUE, Lambda) for data management and automation.
- Cultivating strong relationship with stakeholders.
- Proficient in driving cross-regional teamwork and multitasking under Agile project management principles.

Data Analyst

Ernst & Young (EY) | Luxembourg, Luxembourg | *Nov 2021 – March 2022*

- Automated workflows using Alteryx, reducing manual labor by 12 hours per workflow.
- Conducted data cleansing and mapping to ensure consistency and identify missing values.
- Established automated anomaly checks, enhancing deliverable accuracy by 10%.

Market Intelligence Analyst Intern

Underwriters Laboratories (UL) | Barcelona, Spain | *Feb 2021- Oct 2021*

- Led a 5-member team, ensuring timely project delivery through regular updates.
- Utilized data scraping to automate database updates, improving efficiency by 70%.
- Performed competitor analysis and created detailed dashboards and reports for senior management.

EDUCATION:

- **Master in Big Data and Analytics**, *EAE Business School and Polytechnic University of Catalonia (UPC)*, Barcelona, Spain
- **Double Degree in Economics and Business Administration**, *University of Malaga, Malaga, Spain*