Alejandra Lopez-Galan

Data Analyst | Power BI, SQL & Data Communication Specialist

(+52) 56 1924 6921 | lopez.galan.alejandra@gmail.com | [Website](#) | [LinkedIn](#) | [GitHub](#) |

ABOUT ME

Data Analyst transitioning from scientific research and education, currently pursuing a Master's in Analytics and Business Intelligence. Experienced in transforming complex datasets into clear dashboards and actionable insights using Power BI, SQL, and Excel. Strong communication skills in English and Spanish, with a keen interest in stakeholder engagement and continuous process improvement through automation and data visualization.

SELECTED DATA PROJECTS

Adventure Works Sales Dashboard – Strategic Insight from Transactional Data
July 2025 – Excel, PowerQuery

- Developed a dynamic dashboard to analyse four years of transactional sales data.
- Identified key profit drivers across product categories, regions, customer demographics, and seasonality.
- Demonstrated advanced Excel techniques, including pivot tables, dynamic filtering, and visual storytelling to support business decision-making.

Employee Insights – HR Metrics Monitoring
March 2025 – Power BI, DAX

- Designed and built an interactive dashboard to analyse data from 1,470 employees.
- Applied advanced DAX for data transformation, validation, and metric segmentation.
- Identified key attrition factors (frequent travel, overtime, 2020 hires) and delivered strategic recommendations to reduce turnover.

Product Analytics – Top 100 YouTubers in Mexico
February 2025 – Power BI, Python, SQL, Excel

- Built a Power BI dashboard to benchmark content creator performance across views, engagement, and growth.
- Automated data extraction using the YouTube API; applied SQL and Excel for cleaning and transformation.
- Provided insights for digital marketing strategies, focused on engagement optimization.

Superstore Sales Analysis
January 2025 – Excel

- Created a dynamic dashboard using pivot tables and calculated measures to uncover sales trends and customer demographics.
- Delivered recommendations to boost Q4 revenue, streamline shipping, and improve client retention across product categories.

SKILLS

- Power BI, Excel, DAX, SQL, Python, APIs, Tableau
- Key BI Processes: Visualizing, cleaning, and transforming data; documenting procedures; validating metrics; and crafting compelling data narratives
- Fluent in English (C1), Spanish (native), French (Basic)

PROFESSIONAL EXPERIENCE

***Science & Critical Thinking Teacher** – Instituto Blaise Pascale. Oaxaca, Mexico*
June 2021 - PRESENT
- Promoted analytical thinking and data-driven problem solving in classroom settings.
- Designed learning activities focused on data interpretation and evidence-based decision-making.

Academic Tutor - *The University of Queensland. Brisbane, Australia*
July 2017 - October 2018
- Supported biology students in analysing experimental data and writing scientific reports.
- Facilitated the development of data interpretation and technical communication skills.

EDUCATION

Master's in Analytics and Business Intelligence - Universidad Tecnológica de México
July 2025 - Expected Graduation: 2026

PhD in Marine Sciences. The University of Queensland. Brisbane, Australia
Mexican Professional ID: 12894163

BSc in Marine Biology - Universidad del Mar. Oaxaca, México
Mexican Professional ID: 09067024

ADDITIONAL INFORMATION

- GitHub portfolio with projects related to HR analytics, digital content performance, foreign trade, and energy.
- Strong ability to learn new technical tools quickly.
- Willing to relocate.
- Certifications obtained through the [DataCamp](#) platform: SQL Associate.