

Janio Martinez Bachmann

Data Artist

Autodidactic, team-oriented and detailed data professional with more than 3 years of experience in both financial and digital marketing industries. Oriented towards solving business problems through the use of analytical concepts and drawing conclusions backed by data for the decision-making process.

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SKILLS

R Python PowerBI UiPath Google Analytics Google Optimize Shiny Web Applications SAP
Excel Office SQL HTML Tableau DBT Rmarkdown

WORK EXPERIENCE

Data Analyst

Voodoo

05/2022 - 10/2022

Madrid

Mobile Gaming Company

Logros/Funciones

- Implemented a financial dashboard for the Live games division with the intent to improve the current view of different KPIs and track actuals vs targets figures for all Casual games using **Tableau**.
- Supported game studios through the creation of dashboards to track mobile gaming metrics such as LTV, retention and Roas. As a result, stakeholders had a centralized view to access key KPIs for the game they managed.
- Assisted stakeholders by pulling data through **SQL** scripts in **Redshift** to answer specific data questions coming directly from game studios.
- Used statistical methods in **R** such as Bootstrapping to assess the probability that an AB feature will have impact compared to the Control group and thus, helping in the decision-making for adding or disregarding AB features.
- Created tables in the Casual infrastructure to help in the decision-making of other analysts and created documentation of those tables through the use of **dbt**.
- Ran AB tests to determine the significance in LTV uplift and supported in the decision-making process as to whether to include or disregard new features into different mobile games.

Business Intelligence Analyst

Google

10/2021 - 04/2022

Dublin

Logros/Funciones

- Analyzed market opportunities in the African market with the intent of evaluating the feasibility of expanding our scaled services as part of our (Next Billion Users) program.
- Supported stakeholders by pulling data from our data infrastructure through the use of **SQL** in order to fulfill the specific requests to be used for strategic decision making.
- Created a dashboard that assess the healthscore of AdManager for Apps publishers allowing account managers to quickly spot further opportunities in the market using **DataStudio** as the main tool.

Financial Analyst

European Central Bank

07/2021 - 09/2021

Frankfurt am Main

Achievements/Tasks

- Produced and analyzed the weekly consolidated Eurosystem balance sheet for publication in the ECB website.
- Reported on the monetary policy securities holdings and income to Euro-area Central Banks.
- Performed reconciliations between (**SAP (FI)**) and the treasury financial system in order to verify the accuracy of our data in our accounting system.

WORK EXPERIENCE

Finance Trainee

European Central Bank

07/2020 - 06/2021

Frankfurt am Main

Achievements/Tasks

- Responsible for creating monthly disaggregated financial reports and ad hoc reports for a high volume of stakeholders.
- Calculated and communicated the payments from National Central Banks to the European Central Bank concerning the TARGET2 system.
- Led the Robotics Process Automation project (**RPA**) project across the division and reduced reconciliation time by 30% using **UIPath** as a tool.

Growth Analyst

Emma GmbH

07/2019 - 06/2020

Frankfurt am Main

Achievements/Tasks

- Developed dashboard tools in order to optimize investment of offline and online marketing channels across different markets and make accessible key marketing metrics across the organization through the use of **PowerBI**.
- Analyzed performance of different marketing channels and their relationships by using the **R** programming language through various statistical techniques such as cross correlation, external regressors and outlier detection.
- Executed A/B testing with the intent of answering hypothesis questions by using statistical software and **Google optimize**.
- Advised on the level of spending within online and offline marketing channels across different markets through the implementation of forecasting tools.
- Advised new marketing strategies across different markets based on conclusions driven from extensive data research aiming to decrease spend by 25% and increasing Returns on Ads Spent by 40% EOY.
- Created automated reports with **Rmarkdown** to better assess the performance of the marketing channels in different markets reducing analysis time by 30%.

EDUCATION

Financial Planning Postgraduate

Humber College (GPA: 3.2, Honours)

09/2018 - 06/2019

Toronto, Canada

Bachelors of Business Administration

EU Business School (GPA: 3.3, Honours)

08/2011 - 05/2014

Munich, Germany

PERSONAL PROJECTS

Web Application || Predicting Data Science Job Salaries (08/2022 - 10/2022)

- Developed a web app application using **Shiny Web Apps** to determine top salaries for data job titles.
- Used **regression** techniques to come up with predictions for data job titles salaries based on features such as experience level, location of company, type of contract and company size.

Credit Fraud || Dealing with Imbalanced Datasets (01/2018 - 06/2018)

- Within the top 15 most voted notebooks on Kaggle.
- For this project I used **Python** as the programming language.

CERTIFICATES

Amazon Web Services Cloud Practitioner

(11/2022 - 11/2025)