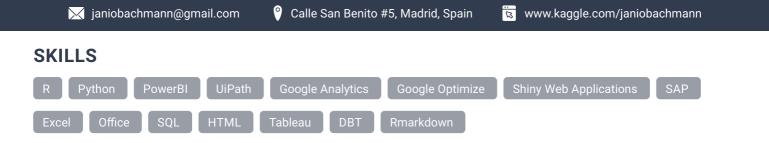# Janio Martinez Bachmann

Data Analyst

Autodidactic, team-oriented and detailed data analyst with several 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.

✉ janiobachmann@gmail.com   📍 Calle San Benito #5, Madrid, Spain   🗔 www.kaggle.com/janiobachmann

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 - Present   *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 stakedholders by pullling 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 fullfill 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.

○ Excecuted 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%.

Data Analyst
Caltec Scoring Technologies

01/2017 - 05/2018   *Santo Domingo, Dominican Republic*

Caltec Scoring Technologies is a company that specializes in measuring credit risk of prospects and clients.

Achievements/Tasks

○ Implemented statistical techniques for hypothesis testing in order to validate data and draw conclusions.

○ Automated daily financial reports by using both **R** and **Rmarkdown** and saved up to 10 business hours per week.

○ Developed queries in **SQL** with the aim to create various tables and to draw insights assisting in the decision-making process across the organization.

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.