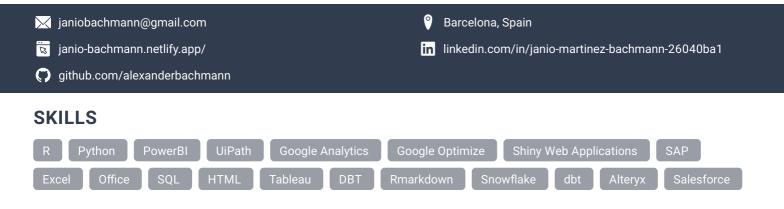# Janio Martinez Bachmann

Data Professional

Results-driven and collaborative data professional with over four years of experience spanning financial, digital marketing and health sectors. Proficient in leveraging analytical methodologies to tackle complex business challenges, adept at synthesizing data-driven insights to inform strategic decision-making processes.

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🐙 github.com/alexanderbachmann

SKILLS

R | Python | PowerBI | UiPath | Google Analytics | Google Optimize | Shiny Web Applications | SAP

Excel | Office | SQL | HTML | Tableau | DBT | Rmarkdown | Snowflake | dbt | Alteryx | Salesforce

WORK EXPERIENCE

Global BI Analyst
Roche

01/2023 - Present   *Barcelona*

Achievements/Tasks

- Designed and implemented **Alteryx** workflows to streamline key business processes, resulting in a significant reduction of stakeholder turnaround time from one week to just 15 minutes.
- Facilitated **training sessions** aimed at enhancing data literacy organization-wide, fostering accessibility and transparency of service division data.
- Aided developers in navigating the migration from on-premise infrastructure to the **Snowflake cloud data warehouse** by offering technical expertise and domain knowledge within the service division, thereby contributing to the seamless execution of the transition.
- Created **Tableau** dashboards to furnish executives with essential reports vital for organization-wide decision-making, delivering key performance indicators (KPIs) for informed strategic insights.
- Generated **SQL ad-hoc queries** to expedite the extraction of complex insights, facilitating rapid analysis for fellow analysts and enabling stakeholders to evaluate diverse metrics across the organization with efficiency

Data Analyst
Voodoo

05/2022 - 10/2022   *Madrid*

Mobile Gaming Company

Logros/Funciones

- 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.
- Implemented experimentation methods such as **Bootstrapping** and further assessed the success of features that were tested against metrics that were of critical importance to the business (ie. LTV, Ad Revenue)
- Created scalable table models in order to further support analysts to discover insights by using **dbt** as the main transformation tool.

BI 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**.**

WORK EXPERIENCE

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.

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 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.

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)

dbt Fundamentals (08/2023 - 08/2025)

SnowPro Core Certification (07/2023 - 07/2025)
Snowflake Certification