

Janio Martinez Bachmann

Senior BI Analyst

Results-oriented Senior Data Analyst with over 5 years of experience across financial, digital marketing, gaming, and healthcare industries. Proficient in building scalable data solutions, designing machine learning models, and driving strategic decisions through advanced analytics. Passionate about mentoring teams, collaborating with cross-functional stakeholders, and delivering high-impact results that align business goals with data-driven strategies.

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SKILLS

Data Modeling

Data Science

Predictive Analytics

Scaling Solutions

Statistical Analysis

Visualizations

Attention to Detail

Collaboration

Critical Thinking

Effective Communication

Problem Solving

dbt

PowerBI

Python

R

Salesforce

Snowflake

SQL

Tableau

WORK EXPERIENCE

Global BI Analyst

Roche

01/2023 - Present

Barcelona, Spain

Achievements/Tasks

- ◇ **Develop a structured onboarding program for junior analysts**, increasing productivity and reducing ramp-up time by 30%.
- ◇ **Automate reporting using Salesforce data from Roche's Service Division**, reducing previous manual effort from an entire week to half a day through advanced analytics and process optimization.
- ◇ **Lead the design and deployment of Tableau dashboards**, enabling data-driven decisions across the global service division.
- ◇ **Provide critical technical support during the migration to Snowflake**, ensuring seamless data integration and operational continuity.
- ◇ **Present and led the rollout of new Global Service KPIs to senior executives**, delivering detailed and easy-to-understand insights that improved performance tracking and strategic decision-making across the organization.

Gaming Data Analyst

Voodoo

05/2022 - 10/2022

Barcelona, Spain

leading mobile gaming company known for its hyper-casual games, with millions of users worldwide, focusing on rapid game development.

Achievements/Tasks

- ◇ **Built interactive Tableau dashboards** to track mobile gaming expenses and performance metrics, providing stakeholders with clear financial oversight.
- ◇ Collaborated with product teams to **design and implement A/B testing frameworks**, enabling data-driven decisions to optimize game features and monetization.
- ◇ **Developed scalable data models using dbt**, enhancing data infrastructure and empowering analysts across the company with reliable and accessible data solutions to track metrics such as active daily users, churn rate, playtime, ad revenue and in-app purchases.
- ◇ **Presented A/B testing results to senior executives** to guide data-driven decisions on the introduction of new features for mobile games, ensuring that feature rollouts were optimized for user engagement and revenue growth.

WORK EXPERIENCE

BI Analyst

Google

10/2021 - 04/2022

Dublin, Ireland

Achievements/Tasks

- ◇ **Developed scalable data solutions** for game monetization clients by analyzing impressions, ad revenue, and Return on Ad Spend (ROAS) of publishers using AdMob, delivering data-driven strategies that optimized revenue streams and improved operational efficiency
- ◇ **Built comprehensive dashboards in Looker** to monitor new account acquisitions, providing real-time insights for business growth.
- ◇ **Wrote complex SQL queries integrating multiple data sources**, enabling detailed analysis and actionable insights for business partners.

Financial Analyst

European Central Bank

07/2020 - 09/2021

Frankfurt, Germany

Achievements/Tasks

- ◇ Reconciled the balance sheet of the European Central Bank by collecting, analyzing, and consolidating balance sheets from all national central banks of the member states in the Eurozone, **ensuring data accuracy and compliance** with financial standards.
- ◇ **Led the integration of Robotic Process Automation (RPA)** tools by presenting use cases and demonstrating the efficiency gains across the institution, resulting in streamlined processes and reduced manual workloads.
- ◇ **Performed in-depth analysis using tools like R** to monitor the accuracy of data provided by National Central Banks, ensuring data integrity and enforcing compliance with reporting standards.

Growth Analyst

Emma

07/2019 - 06/2020

Frankfurt, Germany

A global sleep company known for its award-winning mattresses and innovative sleep solutions.

Achievements/Tasks

- ◇ **Performed data analysis to optimize marketing campaigns**, improving customer engagement and campaign performance.
- ◇ **Built and maintained PowerBI dashboards** to track the performance of country-specific marketing campaigns across the organization, providing real-time insights for data-driven decision-making and performance optimization.
- ◇ **Utilized tools like Python to automate reporting processes** across the organization, saving time and reducing manual efforts.

CERTIFICATES

SnowPro Core (07/2023 - 07/2025)

dbt Fundamentals (08/2023 - 08/2025)

LANGUAGES

English
Native or Bilingual Proficiency

Spanish
Native or Bilingual Proficiency

German
Limited Working Proficiency

PUBLICATIONS

Machine Learning Topic

Credit Fraud || Dealing with Imbalanced Datasets

06-2019

Explores techniques to address class imbalance in fraud detection. It covers data resampling methods like oversampling (SMOTE) and undersampling, along with model evaluation strategies such as precision-recall curves and AUC-ROC to ensure accurate fraud classification.

Statistics

Salaries Prediction Web Application

10-2021

Developed a Shiny web application to predict data science job salaries using regression modeling, providing insights based on job roles, locations, and remote statuses. It incorporates regression analysis to predict approximate salaries based on these dimensions, offering valuable insights for individuals looking for a role in the data science industry.