ALEXANDRA ELIZABETH MORA JARA
Data Analyst

Madrid / +34 659283766 / alexandraemorajara@gmail.com */ Linkedin*

SUMMARY

Accomplished data analyst with over four years of experience in data analysis and business problem-solving. Proficient in SQL, Power BI, and Power Query, with a strong background in data modeling and visualization. Highly analytical with exceptional problem-solving skills, committed to improving data processes and fostering data-driven decision-making. Proven ability to lead cross-functional teams, align with business objectives, and deliver value-added outcomes.

PROFESSIONAL EXPERIENCE

Business Analyst – Verisure, Madrid   **June 2023 – Present**

- Extract data from SAP Business Objects and write complex SQL queries (CTE, variables, subqueries) for data manipulation and retrieval.
- Design, build, maintain, and analyze Power BI reports and dashboards using DAX functions and Power Query to provide metrics (KPIs, SLAs, backlog, ROI) and insights to drive business decisions.
- Analyze business processes for optimization, suggesting alternatives and identifying patterns and trends in data that can help the company make informed decisions.
- Utilize Power Automate to automate various processes, improving efficiency and accuracy in data workflows.
- Collaborate with stakeholders to identify the roadmap and propose initiatives.

Sales Analyst – Endesa, Madrid   **August 2020 – May 2023**

- Collected and analyzed sales and customer data to identify trends, breaches of processes or SLAs, and opportunities for improving team commercial performance.
- Extracted data from Salesforce to create dashboards and reports in Excel and Power BI, generating business insights and driving end-to-end business solutions for the B2B team.
- Collaborated with other members of the market and business intelligence team to identify information needs and define data analysis requirements.
- Performed data quality tests and validations.

EDUCATION

Bachelor of Business Administration (BBA) – *Carlos III University, Madrid*   **2015 – 2019**
Bachelor of Business Administration (Erasmus+ Programme) – *Södertörns Högskola, Estocolmo*   **2018 – 2019**
Data Analytics Professional Certificate – *Grow with Google*   **2023**

SOFTWARE

- Expert: Power BI, SQL, Power Query, DAX, SAP Business Objects, Microsoft Word, Microsoft Project and PowerPoint.
- Advanced: Salesforce, Microsoft Excel, Power Automate, Microsoft Visio, Microsoft Planner and Sharepoint.
- Intermediate: Microsoft Fabric, Qlik Sense, Tableau, RStudio, Jira, Microsoft Access, Big Query, Python and Visual Code.

LANGUAGES

Spanish – Native.   English – Professional Proficiency

SKILLS

- Extraction, transformation, and loading (ETL) of large volumes of data.
- Experience of working in agile teams, ability to prioritize projects and solve problems.
- Excellent communication, organization, and time management skills.
- Ability to think creatively and invent original solutions to business.
- Multitasking ability.