Job Match Scoring Report

Candidate: Antonio Gutierrez Amaranto **Position:** Senior Data Analyst (Marketing) **Company:** Publicis Global Delivery (PGD) **Date:** 2025-10-27 **Report Generated:** 2025-10-28 00:14

Overall Match Score: 66.0% - GOOD FIT [GOOD]

######—- 66.0%

Recommendation

GOOD FIT

Apply and address potential gaps in your cover letter.

Dimensional Analysis

1. Technical Skills Match: 40.3% [WARNING]

Weight: 30% | **Contribution to Global Score:** 12.1%

####—— 40.3% - Moderate

Analysis: 2/5 technical skills matched

[+] **Matched Skills:** - dashboard - power bi

[!] **Missing Skills:** - data visualization - bi - tableau

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2. Experience Depth & Relevance: 91.0% [EXCELLENT]

Weight: 25% | **Contribution to Global Score:** 22.8%

#########- 91.0% - Excellent

Analysis: 5+ years with 6 quantifiable achievements

- **Years of Experience:** 5+ years
- **Quantifiable Achievements:** 6
- **Years Score:** 100%
- **Responsibility Level:** 70%
- **Impact Score:** 100%

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3. Domain Knowledge: 66.7% [GOOD]

Weight: 20% | **Contribution to Global Score:** 13.3%

######—- 66.7% - Good

Analysis: 2/3 domain areas matched

[+] **Relevant Domains:** - Analytics - Bi Reporting

4. Soft Skills & Cultural Fit: 100.0% [EXCELLENT]

Weight: 15% | **Contribution to Global Score:** 15.0%

########## 100.0% - Excellent

Analysis: 3/3 soft skills demonstrated

[+] **Demonstrated Soft Skills:** - Leadership - Collaboration - Stakeholder

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5. Achievement Quality: 28.0% [NEEDS IMPROVEMENT]

Weight: 10% | **Contribution to Global Score:** 2.8%

##———— 28.0% - Weak

Analysis: 1 high-quality achievements mapped to 10 requirements

- **High Quality Matches:** 1
- **Medium Quality Matches:** 0
- **Low Quality Matches:** 9
- **Total Requirements:** 10

Key Strengths for This Role

1. Experience

5+ years with proven track record

Evidence: 6 quantifiable achievements

2. Domain Knowledge

Relevant industry experience

Evidence: analytics, bi_reporting

Gaps & Mitigation Strategies

[GOOD] Gap: Data Visualization

Area: Technical Skills | **Impact:** Medium

Mitigation Strategy: Highlight transferable skills and willingness to learn data visualization.

[GOOD] Gap: Bi

Area: Technical Skills | **Impact:** Medium

Mitigation Strategy: Highlight transferable skills and willingness to learn bi.

Actionable Recommendations

1. [NEEDS IMPROVEMENT] [High Priority] Review missing technical skills before applying

Focus on: data visualization, bi

2. [GOOD] [Medium Priority] Strengthen your achievement examples

Add more quantifiable metrics to your experience

3. [NEEDS IMPROVEMENT] [High Priority] Prepare specific examples

Ready 2-3 stories highlighting: dashboard, power bi

Detailed Requirement Matching

Match Level	Requirement	Evidence
[WARNING] Weak	Vetting partner data for accuracy, maintaining up …	No direct evidence, transferable skills applicable
[WARNING] Weak	Managing measurement studies, creating mapping fil…	No direct evidence, transferable skills applicable
[WARNING] Weak	Learning and applying syndicated data tools to enr…	No direct evidence, transferable skills applicable
[WARNING] Weak	Provide data inputs for ad hoc requests from inter…	No direct evidence, transferable skills applicable
[WARNING] Weak	5+ years in data analysis, ideally in digital mark…	No direct evidence, transferable skills applicable
[WARNING] Weak	Proven experience in media channels like social, O…	No direct evidence, transferable skills applicable
[WARNING] Weak	Strong knowledge of media metrics / platforms like…	No direct evidence, transferable skills applicable
[EXCELLENT] Strong	Skilled in Tableau or Power BI for data visualizat…	Architected consolidated business intelligence dashboard int…
[WARNING] Weak	Big Plus Datorama.	No direct evidence, transferable skills applicable
[WARNING] Weak	English B2+ - C1.	No direct evidence, transferable skills applicable

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Next Steps

[GOOD] Recommended Actions:

1. **Review gaps carefully** before applying
2. **Preparation time:** 3-4 hours recommended
3. **Cover letter strategy:** Address potential gaps proactively
4. **Highlight transferable skills** for missing requirements

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About This Report

This report was generated automatically by the **Advanced CV Personalization & Scoring System**.

Scoring Methodology: - **Multi-dimensional analysis** across 5 key areas - **Weighted scoring** based on importance of each dimension - **Evidence-based matching** using candidate's actual achievements - **Transparent calculation** with detailed breakdowns

Confidence Level: This scoring is based on keyword matching and achievement mapping. Individual job requirements may vary, and human judgment should be used to complement this analysis.

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