Daniel Joseph Mercado

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# Education

* B.S. in Information Systems – Ateneo de Manila University, 2019
* Dean’s Lister (2016–2019)
* Capstone Project: Customer Retention Models in Retail Banking

# Certifications

* Microsoft Certified: Data Analyst Associate (Power BI)
* SQL for Analytics (DataCamp)
* Tableau Desktop Specialist

# Skills

SQL, Power BI, Tableau, Python (Pandas, NumPy), Excel, Data Visualization, Data Cleaning, A/B Testing

# Experience

* **Data Analyst | FinServe PH** | 2020–Present
* Increased customer retention by 10% by developing churn dashboards in Power BI with predictive KPI monitoring.
* Cut reporting turnaround time by 50% by automating recurring SQL queries and Python scripts for financial metrics.
* Enhanced business decision-making by presenting actionable insights from monthly sales trend analysis.
* **Business Intelligence Analyst | InsightWorks** | 2019–2020
* Lifted digital campaign CTR by 18% by conducting A/B test analyses and refining audience targeting strategies.
* Boosted dashboard adoption by 30% by redesigning BI reports into interactive, self-service formats for executives.
* Reduced ETL errors by 25% by implementing automated data validation checks across multiple systems.
* **Data Analyst Intern | Globe Data Labs** | 2018
* Shortened data-cleaning time by 40% by preprocessing 100K+ survey responses with Pandas and Excel macros.
* Delivered insights that improved Net Promoter Score (NPS) by 5% for mobile customer feedback campaigns.
* Automated repetitive Excel tasks with VBA, reducing manual workload by 8 hours per week.