



David Baena

Data/Business Analyst

My Contact



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Web

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[Portfolio](#)

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Skills

- Data Analysis / Data Quality
- A/B Test
- SQL - Query
- Statistics
- Data Visualization
- Data Storytelling
- Leadership

Tools

- Microsoft Excel
- PowerPoint
- SQL
- Python
- Power BI
- R
- Tableau
- Jupyter Notebook

Languages

- Spanish: Native
- English: Full Professional Proficiency
- German: Limited Professional Proficiency
- Portuguese: Limited Professional Proficiency

Education

2019-2022 | Bonn Universität
Master of Science: Agriculture

2010-2017 | National U-Colombia
Bachelor of Science: Agronomic engineer

About Me

Data/Business analyst with a background in agriculture and strong analytical skills and with up-to-date business intelligence tools in Excel, SQL, R, Python, Tableau, and Power BI software. Self-reliant and detailed oriented problem solver skilled in collecting, hypothesis testing, optimization models, forecasting, reporting and visualizing data to address challenges and decision-making processes in fast-growing environments through proper insights, KPI application and business reporting.

Projects

Instacart Customer Analysis

12 2022 - 01 2023



Goal: Help online grocery shop analyze market behavior's and find quantitative ways for product growth.

Process: Join and analyze historical data in a large dataset (34+ million rows) in python, derive new variables, define customer profiles and design visualizations.

Outcome: Written report with data flow, visualizations and answers to stakeholders business questions.

Rockbuster Stealth

11 2022 - 12 2022



Goal: Assist the management team with developing an innovation strategy for a new online service to improve status performance.

Process: Answer business questions using PostgreSQL software (joins of multiple tables, subqueries, CTEs) for a film relational database of 15 linked tables.

Outcome: Development of a data dictionary; communicated results in Tableau.

Work Experience

Bonner Verein für pflege- und gesundheitsberufe e.v | IT-Support

07 2022 - Present

- Provided daily IT technical support and assisted management teams in ensuring efficient business processes.
- Supplied real-time PC support giving solutions to clients' issues.
- Supported work collaboratively in conducting IT training for new courses and new employees.

Bonn Universität | Research Data Analyst Assistant

04 2022 - 09 2022

- Completed data collection from an extensive body of literature (1698 records) regarding global over-fertilization over 60 years.
- Wrangled and used experiment design strategies to optimize algorithms using R programming language.
- Explored and tested quantitative and qualitative relationships by creating correlations and multi-regression models to predict yield and nitrogen use efficiency, increasing efficiency (approx. 10-40%)
- Reported the application of key performance indicators and charted findings and further analysis steps.

National University of Colombia | Research Data Analyst

02 2017 - 02 2018

- Accomplished data collection and exploratory analysis giving recommendations to 20 farms.
- Data profiling using pivot tables and nested formulas.