





# David Baena

Data Analyst

## My Contact

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## Skills

- Data Profiling
- Advanced Analytics
- Data Visualization
- Hypothesis Testing
- Stakeholders communication
- Communication skills

## Tools

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

## 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: Agriculture**

## About Me

Data analyst with a background in agriculture and analytics with up-to-date business intelligence tools in Excel, SQL, Python, Tableau, and Power BI. Skilled in organising, interpreting, managing and reporting data and enhancing stakeholder strategies, problem analysis and decision-making processes through proper insights communication skills.

## Projects

### Instacart Customer Analysis

12 2022 - 01 2023



**Goal:** Help online grocery shop analyse customer behaviour and find ways for product growth.

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

**Outcome:** Report with data flow, visualizations and answers to business questions.

### Rockbuster Stealth

11 2022 - 12 2022



**Goal:** Assist management team with development of a innovation strategy for a new online service to stay competitive.

**Process:** Answer business questions with the application of PostgreSQL for a film data set with 15 linked tables.

**Outcome:** Generate data dictionary and presented SQL 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 PC and mobile 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 cleaned dataset with R using tidyverse and dplyr.
- Explored relationships by creating correlations and multi-regression models to predict yield and nitrogen use efficiency, increasing efficiency (approx. 10-40%)
- Reported and charted findings and further steps of the analysis.

### Bonn Universität | Research Data Analyst Assistant

02 2017 - 02 2018

- Accomplished data collection and exploratory analysis from 20 farms.
- Data profiling and presentation of results using Excel.