

Clarissa Yamakita

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Portfolio: <https://clayamakita.github.io/portfolio/>

SUMMARY

- Curious and organized professional with 5+ years of experience in Data Analysis and Business Intelligence, including visualizations with Power BI and Amazon Quicksight, and data analysis with SQL, Python and Excel
- Experience with building compelling data visualizations, writing complex SQL queries, and collaborating with other team members to ensure the quality and reliability of data and reports
- Worked in collaboration with diverse stakeholders (IT, Infrastructure, Engineering, Marketing, Sales, Operations, Finance) to gather business requirements, improve processes, create and measure KPIs and foster a data-driven culture
- Knowledge of the ETL/ELT process, having worked with a data stack comprised of Fivetran, Snowflake, dbt, Databricks and Amazon Quicksight
- Very good analytical, communication and project management skills

SKILLS

- Programming languages: SQL, Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn)
- Data Visualization and Reporting tools: Power BI (Power Query, M, and DAX), Amazon Quicksight, Tableau
- Microsoft Office 365: Excel, PowerPoint, SharePoint, Power Automate
- Version control: Git (Github)
- Statistical analysis: Descriptive statistics, Predictive statistics
- Logical Thinking, Communication, Organization, Creativity, Problem Solving
- Languages: English (Fluency), French (Intermediate), Portuguese (Native)

PROFESSIONAL HISTORY

Reporting Analyst

Sep 2022 - Present

Rogers Communications, Burnaby, Canada

- Working for the Order Desk (Access Networks PMO):
- Responsible for the accurate and timely completion of reports. Primary focus for reporting is on materials needs, consumption, flow and utilization in projects.
- Responsible for being a Subject Matter Expert (SME) for one of the most viewed Power BI reports of the workspace (average of 180 users over a period of 30 days), providing visibility and ease-to-analyze data regarding materials requests.
- Create Power BI reports using DAX, parameters, and data modeling techniques, including the star schema and the creation of dimension and fact tables.
- Provide data analysis on ad-hoc requests using Excel and Power BI.
- Ensure validity and accuracy of reports and data sources by tracking data sources freshness and key metrics.
- Extract and load data from multiple data sources (flat files and SQL Server) applying transformations using Power Query (M).
- Automate and optimize datasets refresh using Power Automate and dataflows in Power BI.
- Document requirements, business logic and data sources, used in the reports, to facilitate

transfer of knowledge and changes to the process.

- Guide other team members in data analysis and data modeling best practices to ensure standardized procedures and data integrity.
- Collaborate with the Supply Chain team to understand and provide insight into materials needs, change of processes, and prioritization of projects.

Junior Data Analyst

Sep 2021 - Jun 2022

Petz, Sao Paulo, Brazil

- Worked at the Growth department (E-commerce and Customer Loyalty):
- Developed a self-serve dashboard on Amazon Quicksight to efficiently communicate results of one of the company's most important commercial tools (personalized offers for clients), delivering high-quality insights to both technical and non-technical stakeholders.
- Improved process for updating monthly reports using Excel and Powerpoint, reducing effort (from 7 hours to about 3 hours every month) and decreasing risk of manual errors by automating the update of data and charts using functions like Vlookup, Match, Index, Large, Named Ranges, etc.
- Automated tasks using Python and SQL on Databricks to update tables which resulted in reliable and consistent data for later analysis.
- Built modular data structures and models in data marts using dbt for easy consumption ensuring best practices for data modeling and reporting workflows.

Business Intelligence Analyst

Dec 2017 - Mar 2019

Hotel Direto (Atlantica Hotels), Barueri, Brazil

- Conducted the implementation of the company's on-premises Data Warehouse (DW) to advance data analytics. Evaluated business requirements from different internal stakeholders in the company, with a main focus on the Sales & Marketing department. It reduced the time to generate insights as well as freed BI analysts from spending days preparing reports.
- Answered ad hoc requests using Power BI (DAX) and developing dashboards which allowed senior management to make timely and better decisions.
- Empowered and provided direction and training to end-users to perform their own analysis on the DW, build reports with Power BI and help them with the decision making process.
- Found sales opportunities in the competition through high-level analysis of hotels' reports to help the sales team take more assertive actions in negotiations.
- Assisted in exploring locations and sales opportunities for new hotels which resulted in better performance and increased bookings before the hotels' opening.

Sales Intelligence Assistant

Dec 2015 - Nov 2017

Hotel Direto (Atlantica Hotels), Barueri, Brazil

- Provided insight to sales teams and managers by performing analysis of KPIs (business metrics) using Excel and preparing presentations in PowerPoint to support data-driven decisions.
- Forecasted sales revenue by considering internal and external factors (economic conditions and outlook, holidays, new competitors, new hotels, investments) to help senior executives make assertive decisions.
- Assisted the budgeting process to help drive the department's strategies for the following year.
- Supported the maintenance and development of the BI system with an external consultant to prevent problems, reduce errors and facilitate analysis.

EDUCATIONAL HISTORY

Bachelor's Degree in Hotel Management
Centro Universitario Senac, Sao Paulo, Brazil

Feb 2011 - Dec 2014

CERTIFICATES

Dataquest: Data Analyst and Data Scientist in Python Path

May - Jun 2021