

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
- Completed the Data Analyst and Data Scientist paths with Python on the Dataquest platform

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 (Macros, VBA), PowerPoint, SharePoint, Power Automate
- Version control: Git (Github)
- Statistical analysis: Descriptive statistics, Predictive statistics
- Logical Thinking, Communication, Organization, Creativity, Problem Solving
- Languages: English (Advanced), 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.
- Create dashboard visualizations for reporting and ad hoc requests using Power BI and data modeling techniques, including the star schema and the creation of dimension and fact tables.
- Automate data pipelines processes using Power Automate and dataflows in Power BI.
- Document requirements and summarize information related to internal operational and business processes.
- Guide other team members in data analysis and data modeling best practices to ensure standardized procedures and data integrity.

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 create and 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 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**

Feb 2011 - Dec 2014

Centro Universitario Senac, Sao Paulo, Brazil**CERTIFICATES****Dataquest: Data Analyst and Data Scientist in Python Path**

May - Jun 2021