

Clarissa Yamakita

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

SUMMARY

- Curious and organized professional with 4+ 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
- Completed the Data Analyst and Data Scientist paths with Python on the Dataquest platform
- 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 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: Amazon Quicksight, Power BI (Power Query and DAX), Tableau
- Microsoft Office: Excel and PowerPoint
- Statistical analysis: Descriptive statistics (mean, mode, median, variance, standard deviation), Predictive statistics (linear regression)
- Detail-oriented, Logical Thinking, Communication, Project Management, Organization, Creativity, Problem Solving, Quick Learner, Team Work, Independent Work
- Languages: English (Advanced), French (Intermediate/Advanced), 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.
- Responsible for being a subject matter expert (SME) for designated reports and processes.
- Investigate reporting-based questions from various groups and provide clear and concise answers.
- Transform data into insightful reporting information (ability to tell the story) with limited guidance.
- 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.
- Document requirements and summarize information related to internal operational and business processes.

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 of department's results 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.

Planning Analyst (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. The project was coordinated with the IT department and an external consulting firm. 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 and implementation of TravelClick business intelligence solutions (Rate360 and Agency360) to help the sales team take more assertive actions while negotiating with companies' travel managers and travel agencies.
- 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 strategies of the Sales and Marketing department 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

Bachelor's Degree in Veterinary Medicine
Universidade de Sao Paulo, Sao Paulo, Brazil

Mar 2005 - Dec 2009

CERTIFICATES

Dataquest: Data Scientist in Python Path

Jun 2021

Dataquest: Data Analyst in Python Path

May 2021