

Passport ID: 1718383142  
Date of birth: 09/22/1989  
Nationality: Ecuadorian  
Marital Status: Single



+33 767053705



franciscoborjaplaza@gmail.com



Lille. France



<https://www.linkedin.com/in/francisco-borja-plaza>

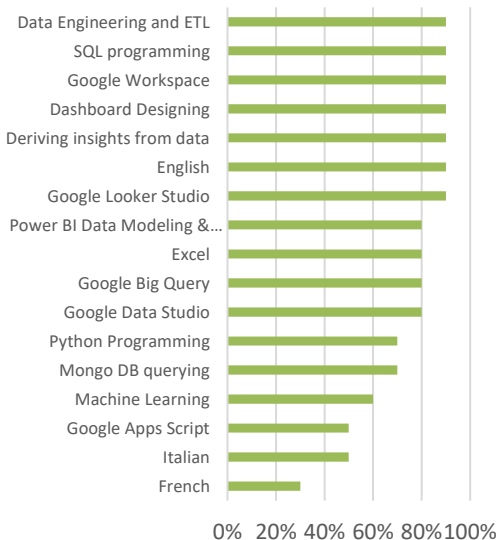
## FRANCISCO BORJA PLAZA.

### MARKETING BACHELOR

### BUSINESS INTELLIGENCE MASTER'S DEGREE

With over ten years of international experience in Business Intelligence and Data Engineering, I have led impactful BI and analytics projects for several organizations in Spain, Mexico, Ecuador, and the United States. I am skilled in SQL, ETL, and Python programming, enabling effective data management and the creation of dynamic dashboards using several Business Intelligence tools.

Holding a Master's degree in Business Intelligence, I have worked in significant roles at global organizations, including the United Nations, and as a consultant and professor in Ecuador. My expertise also includes developing machine learning models and performing in-depth data analysis to derive actionable business insights. I excel in simplifying complex data into clear, strategic business solutions, supported by strong project management and team leadership skills. I am proactive, creative, and committed to using data to drive business improvements.



### ADDITIONAL INFORMATION

Sports:  
Trail running, swimming, tennis  
Hobbies:  
Guitar, drums, singing

### EDUCATION

- Master in Business Intelligence and Technological Innovation  
Universitat Politècnica de Catalunya, Barcelona, Spain. (2015-2016)
- Marketing Bachelor  
Universidad San Francisco de Quito, Quito, Ecuador. (2007-2012)
- Psychology Minor  
Universidad San Francisco de Quito, Quito, Ecuador. (2007-2012)

### PROFESSIONAL EXPERIENCE

Universidad San Francisco de Quito (Quito,, Ecuador) (Jan 2023-Jun 2023)

Data Analysis Part time College Professor.

-Classes for undergraduate students on Data Analysis using tools such as: Excel, Pentaho Data Integration, Power Bi, Google Looker Studio and Python programming language.

Valyou Furniture (Los Ángeles, California-Home Based, Ecuador) (Apr2022-now)

#### Data Analysis Freelance Consultant

-Data analysis for the control and strategy of operations, sales and financial indicators, inventory control, among others, facilitating the understanding of the current and historical state of the company for management decision making.

-Integration of data from different sources for the preparation of reports and dashboards related to the sale of furniture and the analysis of logistics processes, product delivery cost, among others.

-Programming of programs in Python for connection and data deposit in Google Big Query, as well as for connection and communication through APIs of cloud systems for sales, inventories, delivery, etc.

-Extraction and manipulation of data using the tools and language of Mongo DB.

-Automation of data integration processes using Pentaho Data Integration.

-Supervision and control of shipping costs.

#### United Nations Organization for Project Services.

UNOPS (Mexico City, Mexico-Home Based, Ecuador) (Aug2021-Apr2022)

#### ICT Senior Assistant (Big Data and Data Science) Pharma MX Project

-Data analysis for the control of supplier payments and logistics operations to facilitate management decision-making.

-Integration of data from different sources for the preparation of reports and dashboards related to the purchase, distribution of medicines and the analysis of logistics processes, paid contracts, among others.

-Programming of solutions in Google Apps Script for the automation of various processes.

-Development of customized solutions using Python programming.

-Automation of data integration processes using SQL programming within Google's Big Query tool (Google Cloud Console)

-Supervision of technological development projects for the management of the payment process.

Actuaria Consultores (Quito, Ecuador) (Apr2019-Jul2021)

#### Data Analytics Senior Consultant.

-Management for "Data Analytics" new area launch.

-Development of new consulting Analytics products for diverse industries.

-Internal BI, and Machine Learning Projects.

-Education in BI, ETL SQL and Databases for colleagues.

-Python programming and solution developing.

-Commercial and sales management for new products.

-BI Project implementations for clients.

### REFERENCES:

- Nayak, Abishek  
Big Data and Quantitative Methods Professor  
IE Business School y EAE Business School  
Email: anayak@faculty.ie.edu.

-José Manuel Farré  
Director  
Grupo MicroBR, Barcelona.  
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#### **Seguros Equinoccial (Insurance Company) (Quito, Ecuador)**

##### **Marketing/Marketing Intelligence for insurance company**

(Jan2019-Apr2019)

- Value proposal for client clustering.
- Clustering model development supervision.
- Data integration models, for cross selling.
- Data modelling for client and lead profiling.
- Market research supervision
- Data Analysis for new markets research.

#### **Micro BR Group - GantaBI (Barcelona, Spain)**

##### **Product Manager BI**

(Feb2017-Oct2018)

- . Business intelligence consultancy service for transportation companies in Spain:
- Management of a team of 5 people.
- Product plan development collaboration.
- BI Platform management.
- DB Management system administration. (MySQL)
- ETL and data Modeling/Integation. Data extractio from diverse sources (SQL, APIs SOAP y REST, XLS, etc)
- BI project management for rransportaion companies in Spain
- Training for clients and colleagues for use of BI plataform.
- Dashboard and report designing.

#### **Micro BR Group- Micro BR (Barcelona, Spain)**

##### **Business Intelligence Developer**

(Apr 2016-Ene2017)

Integral business intelligence solution implementation:

- Comparison and evaluation of different BI tools.
- Data modelling for bussiness analytics.
- Data integration from multiple sources and modelling using QlikSense
- Internal implementation of business intelligence tool QlikSense.
- Report and dashboard design using QlikSens
- Collaboration for the creation of a business plan of a business intelligence service for the transportation industry in Spain.

#### **Servicio Nacional De Contratación Pública (Quito, Ecuador)**

##### **Analyst of Studies and Investigation**

(Jul 2014-May 2015)

- Preparation of the monthly executive bulletin on public procurement (national level)
- Management of databases (download, validation, analysis, etc)
- Reporting with SAP Web Intelligence, Excelsius Dashboards and Excel tools.
- Preparation of studies and analysis of public procurement
- Detection of inconsistencies in information and management for timely arrangement with technology departments.
- Development of methodologies for the creation of a newsletter and download of databases
- Management for the creation of web application in HTML format for the publication of statistical reports.
- Attendance to socializations and training to improve the quality of statistical processes.
- Advice to different SERCOP officials and other entities to obtain information among other activities.

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## TRAINING/SKILLS

**Mongo DB Learning with collaborators from Valyou Furniture.** Configuration of "Pipelines" and "Aggregation" for the extraction and manipulation originally stored in Json. (2022)

**Google Big Query** (Google Cloud Console) Learning with UNOPS collaborators. Programming for automatic execution of data consolidation processes using SQL (2021-2022)

**Google App Script. Self-learning.** Google Workspace's own platform and programming language for communication between Google systems and modules. (Google)

**IBM Data Science Professional Certificate (Coursera)** 9 module course.

Coursera

(Jul 2020)

Coursera/IBM.

**SAP BOW 310 y BOW 320** Web Intelligence Course, Excelsius Dashboards and Explorer (48hours)

Servicio Nacional de Contratación Pública

(Aug 2014)

**MySQL:** Basic course data base creation and design, DDL, DM

EAE Business School

(Feb 2016)

**QlikSense:**

**Data Modeling for Qlik Sense V2.x**

Data Modelling with Qlik Sense (ETL).

Qlik Spain-Micro BR

(Jul 2016)

**Create Visualizations With Qlik Sense V2.x.** Data visualization course. (reports and dashboards) with Qlik Sense

Qlik España- Micro BR

(Jul 2016)

**HTML programming. Web programming basic course.**

CIPSA Escuela Informática.

(apr2017-jul 2017)

**Pentaho Spoon/Kettle:** Self-taught and training with experte colleague.

ETL, data integration, job automatic execution programming.

GantaBI

(julL2017)

**MySQL Workbench RDBMS.** Self-taught.

Database management system administration. Creation and administration of databases and users.

GantaBI

(jul 2017)

**Data Science with Python.**

Python programming

Datacamp

(nov2018)

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## LANGUAGES

☐ **Native language:** Spanish.

English				
Comprehension		Speaking		Writing
Auditive comprehension	Reading	Oral Interaction	Oral communication	Writing skills
Advanced	Advanced	Advanced	Advanced	Advanced

French				
Comprehension		Speaking		Writing
Auditive comprehension	Reading	Oral Interaction	Oral communication	Writing skills
Intermediate	Intermediate	Basic	Basic	Basic

Italian				
Comprehension		Speaking		Writing
Auditive comprehension	Reading	Oral Interaction	Oral communication	Writing skills
Intermediate	Intermediate	Intermediate	Intermediate	Basic

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