Cyrus Baruc

Business Intelligence Analyst | Power BI Developer

Address: Lapu-Lapu City, Cebu 6015 PH
Mobile: +63 9565028805
E-mail: 07hcurab27@gmail.com
Website: LinkedIn Profile
Portfolio: Data Analytics Portfolio

PROFILE

Skilled professional with over a decade of experience in the tech industry, including nearly two years in data analytics, and expertise in designing and developing Business Intelligence solutions. Proven ability to generate, operate, and maintain BI reports, optimize dashboard performance, and deliver data-driven insights. Strong communication, analytical, and problem-solving skills.

SKILLS

Technical Skills

- Data Preparation: Pandas, SQL Queries, Power Query, Big Queries
- Data Modeling: Star Schema, Snowflakes Schema, DAX Queries, Normalization, Denormalization
- Data Analysis & Visualization: Excel, Power BI, Tableau, Matplotlib, Plotly
- Report Optimization: DAX Studio, Performance Analyzer, M Language, Tabular Editor
- Automation Tools: Power Automate, Power Apps, Office Scripts, Excel VBA
- Programming Languages: Python Programming Language, DAX, Power Query M Language, SQL, R
- Project Management: ServiceNow, Gantt Charts, VTB (Virtual Task Boards), Excel Project Planner
- Other Tools and Platforms: SAP Business Objects, SAP Analysis for Office, SAP Business Warehouse, Microsoft Office Suite, Microsoft Entra ID (Azure Active Directory)

Soft Skills

- Communication Skills: Over ten years of experience communicating with teams both in person and via email.
- Creativity: Innovated dashboard layouts for enhanced usability and clarity, ensuring strong visual hierarchy.
- Problem Solving: Conducted data cleansing processes using Power Query, SQL, and Python.
- Organizational: Practiced systematic archiving and naming convention to organize files, enhancing efficiency and ease of access.

Other Skills

- Financial Markets Proficiency: Technical Analysis, Fundamental Analysis, Risk Assessment, Portfolio Management

EXPERIENCE

Feb 2023 - Present

DX Business Analyst – Finance | Lexmark R&D Corp | Cebu Philippines
- Build automated dashboards and visual interactive reports using Power BI.
- Understand business requirements in the BI context and design data models to convert raw data to meaningful insights.
- Understand operational objectives of business functions by gathering information, evaluating output requirements and formats.
- Assist in the documentation of business used cases by constructing workflow charts, studying system capabilities and current practices, writing specifications, and designing modifications.
- Interpret, evaluate, and interrelate research data and develop integrated business analysis for strategic decision-making purposes.

Mar 2024 – Apr 2024

Excel Training Instructor (Contract) | Cebu Home & Builders Center | Cebu Philippines
- Delivered comprehensive Excel training to the sales and marketing team, enhancing their data analysis, and reporting capabilities.

Dec 2021 – Mar 2022

Python Developer (Project-based) | Excigence Asia Inc | Laguna Philippines

- Designed a user-friendly GUI application using Tkinter for managing and executing test scripts in electronic testing.
- Developed Python scripts for data analysis using Pandas to manipulate and analyze datasets.
- Created compelling and informative data visualizations using Matplotlib to present findings and insights.

Aug 2015 – Jan 2023   **Board Repair Specialist | Linksphere Technologies Corp| Laguna Philippines**
- Analyze electronic circuits to identify faults and determine repair strategies.
- Collect and analyze data related to board performance and failure rates.
- Use Microsoft Excel to manage and analyze repair data.
- Created a dashboard in Excel to track repair status, component usage, and failure analysis, which enhanced data visibility and facilitated informed decision-making in troubleshooting and resource allocation.

Jun 2012 – Aug 2015   **Test Technician | Teradyne Philippines Ltd | Cebu Philippines**
- Responsible for supporting all engineering works necessary for improving the quality of Teradyne boards.
- Do component failure analysis by decapping and dissecting electronic components and create a comprehensive report.
- Work with the Test Engineer in process requirements, quality improvements, reliability issues, as well as meeting with engineering metrics.

EDUCATION

BS in Industrial Technology Major in Electronics   Jun 2008 – Mar 2012
Cebu Technological University (Main Campus) – Cebu Philippines
Relevant Coursework: Circuit Analysis

Data Science Certification Program, University of the Philippines Cebu, Ongoing (Jun 2024 – Jun 2025)
Python Programming, SQL, Exploratory Data Analysis, Machine Learning

Microsoft Power BI Data Analyst Professional Certificate, Microsoft on Coursera, 2024
Data Preparation, Data Modeling, Data Visualization, Report Maintenance

Google Business Intelligence Professional Certificate, Google on Coursera, 2024
Project Planning, Business Intelligence, Business Analysis, Dashboard and Reporting

Google Data Analytics Professional Certificate, Google on Coursera, 2023
Data Analytics Fundamentals, R Programming, ETL

Data Associate Pathway, Project SPARTA PH, 2022
Data Analytics, Data Visualization, Data Management, Data Governance, Computing

Programming for Intermediate Users using Python, DICT Philippines, 2021
Data Analysis, Data Wrangling, Data Visualization, Programming

INTERESTS

Electronic Projects	Data Science and Analytics	Dashboards & UI

REFERENCES

Cathleen Baluntang	Marriane Pepito	Rodrigo Gencianeo
Revenue Accounting Manager	FP&A Manager	Test Development Manager
Lexmark R&D Corporation	QIMA Philippines	Excigence Asia Inc
cathleen.baluntang@lexmark.com	marriane.pepito@qima.com	rodrigo.gencianeo@excigence.com
+63 919 065 0605	+63 9956191157	+ 63 9171399685