

## HARRY BEHN FRANCISCO

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### PROFESSIONAL STATEMENT

Detail oriented Data Analyst with more than 2 years of extensive experience in Data Analysis.

I am Skilled in Data management and Analysis including Data Cleaning, Data Transformation and Data Visualization.

### OBJECTIVE

To leverage my analytical skills and proficiency in **Excel and SQL** to deliver accurate data transformations, insightful reporting, and efficient ETL processes that support business decision-making and large-scale data initiatives.

### SKILLS

- SAS Enterprise Guide
- Microsoft Power BI
- MS Excel, Power Query, Visual Basic(macro)
- SQL

### WORK EXPERIENCE

#### DATA ANALYST | HANN CASINO RESORT | AUGUST 2023 – PRESENT

- Generated Reports for monitoring gaming performance of players
- Conducted post-analysis of promotional campaigns to evaluate their effectiveness and ROI using tools like Power BI, SAS and Excel.
- Designed and implemented an end-to-end automation solution for reporting workflows using SAS EG.
- Automated data cleaning and data transformation using VBA to improve efficiency and accuracy.

#### Key Projects:

##### 1. Project Name: Player Performance and Game Analytics Dashboard

**Role:** Data Analyst (Project Owner)

#### Description:

- Developed interactive dashboards in Power BI to provide actionable insights for casino management.
- Reports included Top 10 Players by Theoretical Win, Coin In, Actual Win, Game Performance by Nationality, and other KPIs critical for operational monitoring.

#### Key Achievements:

- Built dynamic Power BI dashboards and delivered insights that supported player segmentation and game optimization strategies.
- Enhanced management's ability to monitor performance trends and identify high-value players.

##### 2. Project Name: Promotion Weekly Performance Monitoring Report

**Role:** Data Analyst (Project Owner)

#### Description:

- Developed and maintained weekly performance monitoring reports for casino promotions to track participant engagement, revenue contribution, and profitability
- Delivered insights that helped the marketing team evaluate promotion effectiveness and optimize future campaigns.

#### Key Achievements:

- Built dynamic reports that consolidated data from multiple sources for accurate weekly tracking.
- Enabled management to identify high-performing and underperforming promotions, improving decision-making.

**3.Project Name:** Process Flow Automation using SAS Enterprise Guide (EG)

**Role:** Data Analyst (Project Owner)

**Description:**

- Designed and implemented an end-to-end automation solution for reporting workflows using SAS EG.
- The project streamlined the ETL process, automated data validation, and generated scheduled reports. Integrated Task Scheduler to trigger SAS jobs and distribute reports via email, reducing manual intervention and improving efficiency

**Key Achievements:**

- Automated repetitive reporting tasks, reducing processing time by 50%.
- Enabled seamless report distribution to stakeholders via scheduled email delivery.
- Increased overall efficiency and reduced manual workload for the analytics team.

**PROCESS ENGINEER | SFA SEMICON PHILIPPINES CORPORATION | JANUARY 2020 – AUGUST 2023**

- Collects, compile, and present manufacturing data and provide status including Yield Trends, Top Defects and Pareto Chart on a daily and weekly basis using MS Excel tools i.e., Histogram, Pivot tables and Graphs.
- Extract data from MySQL Database and automate ETL process using excel Power Query.

**EDUCATION**

BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING | JUNE 2014 - APRIL 2019 | NwSSU  
MICROSOFT EXCEL: BUSINESS INTELLIGENCE W/ POWER QUERY & DAX | SEPT 2023-OCT 2023  
MICROSOFT POWER BI | DEC 2023-FEB 2024  
SQL (POSTGRESQL, MySQL) | OCT 2023 – DEC 2023  
LEAN SIX SIGMA YELLOW BELT | NOVEMBER 2022 - DECEMBER 2022 | PROCESS DOCTORS ACADEMY

**CERTIFICATE**

MICROSOFT EXCEL: BUSINESS INTELLIGENCE W/ POWER QUERY & DAX | SEPT 2023-OCT 2023 | UDEMY  
<https://www.udemy.com/certificate/UC-b45bb654-3f29-4656-9e4b-7bb37412ee54/>  
POWER BI A-Z: HANDS-ON POWER BI TRAINING FOR DATA SCIENCE | DEC 2023-FEB 2024 | UDEMY  
<https://www.udemy.com/certificate/UC-9d086dc2-ad67-4e6a-a661-17bedd04f0bf/>  
THE COMPLETE SQL BOOTCAMP: GO FROM ZERO TO HERO| OCT 2023 – DEC 2023 | UDEMY  
<https://www.udemy.com/certificate/UC-6a3d8dfe-687b-479c-b322-7ff791fa8e25/>  
LEAN SIX SIGMA YELLOW BELT | NOV 2022 – DEC 2022 | PROCESS DOCTORS ACADEMY  
- [https://drive.google.com/file/d/17\\_v9RAAt2AHL15ehdsFSDceLa6SM\\_Oxg/view?usp=sharing](https://drive.google.com/file/d/17_v9RAAt2AHL15ehdsFSDceLa6SM_Oxg/view?usp=sharing)