FABIEN MORENO

DATA ANALYST

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SKILLS

SQL

Python

Power BI

Excel

Data visualization

Data cleaning

Critical thinking

Problem-solving

Communication

ETL

EDUCATION

BACHELOR OF SCIENCE IN DIGITAL MEDIA INNOVATION
Texas State University, San Marcos
2016 – 2021

CERTIFICATIONS

MICROSOFT POWER BI DATA ANALYST (PL-300) – In Progress

PROFESSIONAL PROFILE

I'm a curious and detail-oriented Data Analyst who loves turning raw numbers into clear stories that drive real business decisions. I have a strong background in SQL, Python, Excel, and visualization tools like Power BI. I specialize in cleaning complex data, finding key insights, and helping teams make smarter, faster decisions. Whether it's uncovering hidden trends or building dashboards that executives rely on, I'm passionate about using data to create impact and always looking for ways to improve processes, efficiency, and outcomes

PROFESSIONAL EXPERIENCE

DATA ANALYST II   JAN 2024 – PRESENT
Arroweye Solutions

- Led a cross-functional project that reduced customer churn by 18 percent through predictive analytics and targeted retention dashboards
- Automated weekly executive reporting, saving 10 hours per month and increasing leadership visibility into KPIs
- Designed self-service dashboards in Power BI, giving 50 plus members across sales, marketing, and finance direct access to live business insights
- Mentored two junior analysts, standardizing best practices for data validation and dashboard design

DATA ANALYST I   JUL 2023 – JAN 2024
Arroweye Solutions

- Developed a sales performance dashboard that spotted a 14 percent regional underperformance issue, helping leadership quickly reallocate resources and hit quarterly targets
- Created ad-hoc data queries for marketing and finance teams under tight deadlines, turning around critical insights 20 percent faster than the previous processes allowed
- Partnered with the Data Engineering team to clean and validate datasets ahead of a major product launch, cutting pre-launch reporting errors by nearly 30 percent
- Developed and implemented a customer segmentation model using Python, improving targeted email campaign ROI by 11 percent
- Presented findings regularly to department heads, earning a reputation for clear and actionable insights

DATA ANALYST INTERN   OCT 2022 – JUL 2023
Arroweye Solutions

- Supported senior analysts by preparing data extracts and cleaning large datasets, improving data processing by 15 percent
- Built initial versions of internal dashboards using Power BI, leading to faster reporting cycles during peak sales season
- Assisted in analyzing customer feedback survey results, highlighting key themes that influenced product roadmap decisions
- Conducted quality assurance testing on new reports, catching inconsistencies early and reducing reporting mistakes by 10 percent over the first three months