Juan P. Briceno

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PROFILE SUMMARY

Business Analytics graduate student (4.0 GPA) completing coursework in April 2026 and eligible for Summer 2026 co-op. Strong foundation in finance and accounting, with practical experience supporting financial analysis, management reporting, and performance tracking using Excel, SQL, and Power BI. Demonstrated ability to translate financial and operational data into clear insights to support business decision-making and stakeholder reporting.

EDUCATION

Graduate Certificate Program – Business Analytics (BAN)   **Sep 2025 – Aug 2026**
Seneca Polytechnic   *Toronto, Ontario*
- **GPA:** 4.00/4.00, *President's Honour List*
- **Related Coursework:** Data Preparation & Handling, Statistics for Analytics, Data Visualization

Graduate Certificate Program - Professional Accounting Practice (PRA)   **Aug 2024 – Jul 2025**
Seneca Polytechnic   *Toronto, Ontario*
- **GPA:** 4.00/4.00, *President's Honour List*
- **Related Coursework:** Financial Accounting, Corporate Finance, Business Analysis

BSc - Finance and Public Accounting   **Aug 2019 - Jun 2023**
Universidad Anahuac Mayab   *Yucatan, Mexico*
- **Related Coursework:** Corporate Accounting, Financial Auditing, Financial Markets

PROJECTS

Budget Performance & Audit Dashboard
Excel – Power Query
- Built a budget vs. actual dashboard to support variance analysis and financial control, enabling clearer management reporting and identification of key spending variances.
- Automated data preparation and transformation using Power Query to improve data accuracy and consistency for reporting.

Executive Revenue Dashboard
Power BI
- Designed executive-level Power BI dashboards analyzing revenue by product, region, and customer segment.
- Enabled management reporting by supporting analysis of revenue drivers, performance trends, and priority segments for decision-making.

Customer Churn Analysis (Analytics Projects)
SQL – Python – Power BI
- Conducted customer churn analysis using SQL, Python, and Power BI to identify high-risk customer segments.
- Translated analytical findings into business-oriented retention insights to support performance monitoring and reporting.

EXPERIENCE

Financial Analysis Support (Project-Based)   **Aug 2022 – Aug 2024**
Independent Financial Analysis Projects   *Yucatan, Mexico*
- Supported financial analysis and reporting for small business clients through structured, project-based engagements.

- Reviewed financial data, identified inconsistencies, and translated findings into practical recommendations for business decision-making.

Junior Tax Consultant   **Jan 2023 – July 2024**

The Palace Company   *Yucatan, Mexico*

- Analyzed financial and tax-related data across multiple jurisdictions to support compliance, reporting accuracy, and audit readiness for 30+ entities.
- Standardized documentation and data review processes to improve reporting accuracy and audit readiness.

Accounting Intern   **Sep 2021 – June 2022**

Retail Beauty Group   *Yucatan, Mexico*

- Assisted with data preparation and documentation to improve reporting accuracy and consistency.
- Supported financial reporting, reconciliations, and month-end close activities.

SKILLS

- **Business & Financial Analysis:** Financial performance analysis, budget vs. actual, variance analysis, KPI reporting
- **Reporting & Business Intelligence:** Excel (Advanced), Power BI, SQL
- **Data Preparation & Quality:** Power Query, data validation, reconciliation
- **Analytics & Decision Support:** Management reporting, churn analysis, stakeholder reporting
- **Additional Tools:** Python, Tableau, SAS
- **Languages:** English (Full Professional Proficiency), Spanish (Native)

CERTIFICATIONS

Google Data Analytics Certificate

Advanced Microsoft Excel (Formulas & Functions)