Juan Pedro **Lazcano**
Data Analyst

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Experienced Data Analyst with a focus on Python-based data-driven dashboards for decision-making. Expert in delivering valuable insights. Proven track record in managing tech projects as a Project Manager, with experience in startups, large enterprises, and the public sector. Strong understanding of the intersection between business and technology.

💼 PROFESSIONAL EXPERIENCE

Present
August, 2022

Product Owner, PONCHO CAPITAL, Remote
> Manage product backlog, prioritizing features based on business value and technical feasibility.
> Define and oversee product roadmap and strategy for cryptocurrency, DeFi, and capital market products.
> Conduct market research and gather customer feedback to guide product decisions.
> Collaborate with engineering, design, and sales teams to launch new products and features.
> Perform market analysis using Python, focusing on capital market, cryptocurrency, and DeFi sectors.
> Create a comprehensive dashboard to analyze products offered on the platform, conducting in-depth financial analysis.

Present
January, 2020

Data Analyst, MEDICINA XXI S.A., Remote - Freelance
> Perform data wrangling and preparation for healthcare data analysis.
> Analyze healthcare data using Python, extracting valuable insights.
> Develop custom data-driven dashboards using Python for decision-making purposes and effectively communicate insights to stakeholders through clear data visualizations.

November, 2022
September, 2021

Marketing Manager - Data Analyst, ACCOUNT MEDIA LTD, United Kingdom
> Defined and supervised lead generation processes for optimal results.
> Played a key role in developing, implementing, and tracking digital campaigns.
> Cleaned and processed data using Python, then visualized insights using Power BI
> Monitored key performance indicators, contributing to decision-making and continuous improvement.

July, 2021
March, 2021

Project Manager, INVESTMENT AND INTERNATIONAL TRADE AGENCY, Argentina
> Developed strategies to support international sales of products and services through digital channels.
> Provided technical and operational support for companies adapting to international markets.
> Facilitated training activities to improve companies' international sales capabilities.
> Conducted market research and gathered customer feedback for product and marketing decisions.

January, 2020
January, 2018

Project Manager, SESOCIO.COM (ACQUIRED BY BLOCKCHAIN.COM, Argentina
> Managed project plans and timelines for cryptocurrency and decentralized finance (DeFi) projects.
> Collaborated with engineering, design, and business development teams to ensure project success.
> Communicated project status and risks to stakeholders, including senior leadership and investors.
> mplemented agile project management methodologies for effective project control.
> Conducted research, analysis, negotiation, and assembly of various projects in the crypto-asset domain.

🎓 EDUCATION

2019-2020	Masters Degree in Business and Technology, Universidad de San Andres, Argentina
2013-2017	Bachelor of Business Administration, Universidad Argentina de la Empresa, Argentina

🗒 SKILLS

Software	Python - Streamlit - SQL - Tableau - Power BI - Plotly
Languages	Spanish - Native , English - C1
Other skills	Agile methodologies - Blockchain - Cryptocurrency - DeFi - Fintech - Data Visualization