

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 <ul style="list-style-type: none">➤ 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 <ul style="list-style-type: none">➤ 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 <ul style="list-style-type: none">➤ Defined and supervised lead generation processes for optimal results.➤ Played a key role in developing, implementing, and tracking digital campaigns.➤ Designed Python-based data dashboards, graphs, and visualizations to communicate insights.➤ Monitored key performance indicators, contributing to decision-making and continuous improvement.
July, 2021 March, 2021	Project Manager, INVESTMENT AND INTERNATIONAL TRADE AGENCY, Argentina <ul style="list-style-type: none">➤ 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) <ul style="list-style-type: none">➤ 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.➤ Implemented 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
Languages	Spanish - Native , English - C1
Other skills	Agile methodologies - Blockchain - Cryptocurrency - DeFi - Fintech