

Kenneth Reforma

Data Analyst and Data Engineer

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Location Mississauga, Ontario

LinkedIn [linkedin.com/in/kenneth-reforma](https://www.linkedin.com/in/kenneth-reforma)

Github github.com/kpreforma

Professional Summary

Experienced data analyst with 6 years of data analysis experience in energy markets, trading, and financial indices. Demonstrable skills include data modelling, forecasting, data warehousing, and process automation.

Skills

Data: data analysis, data engineering, data cleansing, data warehousing, ETL, ELT, Excel, MS Access, SQL, MySQL, PostgreSQL, SQL Server, SQLite, MongoDB, Google Sheets, time-series

Excel: index-match, vlookup, macro/VBA, power query, conditional formatting, pivot tables, filters

Cloud: Microsoft Azure, virtual machine, load balancing, AWS Workspaces S3-EC2-RDS

Development: VBA, Python (selenium, pandas, pyspark, plotly, dash), Jupyter, Spark, Airflow, Docker, Postgres, SQL Server, Oracle, PL/SQL, Java, C, C++, Git, GitHub, Javascript, Talend

Analytics: PowerBI, Tableau, TIBCO Spotfire

Warehousing: Snowflake, Google Big Query, Oracle, MySQL, PostgreSQL, SQL Server, and MongoDB.

Experience

IT Analyst and Lab Assistant (Aug 2022 – present) *part-time*

Seneca College

- First response for IT concerns and troubleshooting equipment and computers hybrid learning.
- Logs and maintains troubleshooting techniques within the team using Google Sheets for information dissemination.
- Handles students' concerns regarding C/C++ programming by explaining concepts and making sure that workshop criteria are met.

Senior Industry Analyst (May 2017 – Jun 2022)

First Gen Corporation

- Implemented real-time data analysis to optimize revenues in the electricity market, ancillary services, and bilateral contracts through Excel models for profit maximization, competitor analysis, and cost minimization techniques.
- Created and maintained daily, weekly, and monthly trading and sales reports for reporting with management and chief executives.
- Developed real-time and batch-processed data visualizations for monitoring business operations, revenue, and forecast accuracy.
- Created ETL data pipelines/DAGs using Talend and Python to process business users from different sources to provide data for forecasting and trading operations.
- Authored complex Excel models to implement market strategies and enable efficient business processes with heavy use of index-match and VBA.
- Created SQL scripts used by the company for data extraction from internal data warehouse system into reports and visualization.

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- Created an end-to-end data processing and automation Python solution that helped the company save **CAD 10,000 monthly** in operational (manpower and overtime) cost.
- Created a bilateral contract declaration model in Excel to optimally distribute the company's generating capacity to **200 customers** resulting in more than **CAD 25,000 in revenue per month, improved customer satisfaction, and increased customer retention.**
- Created, maintained, and streamlined trading and sales business processes by introducing automation and efficient data storage using PowerShell, VB for Applications, and SQL to support analytical tasks.
- Connected marketing Salesforce CRM system with Excel and Google Sheets with APIs.
- Coordinated with InfoSec Group to handle customer data privacy checkpoints for the CRM project and Data Warehouse system.
- Acted as the main point person between third-party IT vendors and business group for the business IT requirements.

Science Research Specialist (Jan 2016 - Apr 2017)

Department of Energy

- Developed and launched an in-house data warehouse system running on MySQL and PHP for policy formulation support.
- Created a database and extraction system for electricity market data that uses SQL to streamline data requests by other departments.
- Extracted thousands of unstructured raw data points every hour from the electricity market operator to use in management reports built in Excel.

Education

Graduated 2023 **Computer Programming Diploma (GPA: 4.0)**
[Seneca College](#)

Graduated 2014 **Bachelor of Science in Electrical Engineering**
[University of the Philippines](#)

Certifications

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| • Microsoft 365 Certified: Fundamentals
Microsoft | Jul 2023 |
| • Microsoft Certified: Azure Data Fundamentals
Microsoft | Jul 2023 |
| • Retrieving, Processing, and Visualizing Data with Python Specialization
University of Michigan (Coursera) | Nov 2020 |