Lance Matthew C. Baraña

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Work Experience

Biomerica   California, USA
Senior Data Analyst (Contractual)   **January 2025 – June 2025**

- Spearheaded end-to-end analytics initiatives, supporting **data-driven decision-making** across the organization by helping design **scalable data pipelines**, implementing advanced statistical models, and delivering actionable insights.
- Designed and managed **12+ executive dashboards** in Power BI, leveraging advanced DAX to track different **performance indicators (KPIs)** and deliver clear, actionable insights to stakeholders.
- Leveraged **Python** for data extraction, transformation, and analysis using libraries such as **pandas, NumPy,** and **matplotlib**, converting raw data into actionable insights.
- Designed, managed, and monitored relational databases (**PostgreSQL),** leveraging **Google BigQuery** for scalable cloud-based storage and analytics.
- Worked extensively with **large** volumes of **healthcare-related data**, including **inventory records**, **medical claims**, and **medical equipment data**.
- Collaborated with the developers, QA team, and managers to meet business **data requirements** and **reporting needs.**
- Performed **Data maintenance**, **Data Validation**, and **Data Quality Assurance** checks periodically to ensure the correctness and accuracy of **large amounts of transaction, customer,** and **medical supply data.**

LMCB Trading   Hermosa, Bataan
Business Intelligence Analyst   **January 2024 – January 2025**

- Performed **data analysis** on stock inventory and customer purchase data using advanced Excel functions, including **Pivot Tables**, **Sorting & Filtering**, complex Functions & **Formulas, Data Simulations**, and **VBA automation**.
- Complemented Excel workflows with **Python** scripting for **data cleaning**, **transformation**, and **resource** calculations, improving efficiency and accuracy.
- Analyzed **commercial pricing data** to identify trends, optimize revenue strategies, and deliver data-driven insights that informed **strategic pricing** and decision-making.
- Built and maintained **Data Warehouses** and relational Databases (**MySQL**), implementing **ETL** processes to support business intelligence and data-driven decision-making.
- Created **business requirements, project documentation, queries, and reports** depending on the business need.
- Worked closely with **supply chain**, **sales**, and **finance** teams to help facilitate the business process with **Zapier**
- Conducted **financial analysis** by evaluating revenue trends, cost structures, and profitability using advanced Excel and Python models to support strategic decision-making and optimize business performance.

Energin   Sydney, Australia
Jr. Data Analyst (Contractual)   **June 2023 – December 2023**

- Led and conducted meticulous research, creating an automation system with **Python** and **Microsoft Power Automate** for the R&D Team to automate **MySQL** data querying and manipulation.
- Created **comprehensive functional design documentation** to clearly define **system requirements**, **user workflows,** and **technical specifications**, ensuring stakeholders had a shared understanding throughout each analytics initiative.
- Provided support for **User Acceptance Testing, ensuring successful project implementation.**
- Designed comprehensive, data-driven visualizations using **Microsoft Power BI** while also tracking business **KPIs**
- Supported the creation of **ad-hoc** reports such as **financial summaries**, **sales performance**, and **operational efficiency**, to address specific stakeholder needs and business objectives.
- Communicate with cross-functional teams and stakeholders, and analyze and validate **requirements** for **business processes**, **information systems**, and **policies.**

Education

Quantic School of Business and Technology, Masters of Science in Business Analytics. **Washington, USA**.   **Aug 2025**
Saint Louis University Philippines, Bachelor of Science in Computer Science. **Baguio, Philippines.**   **2019-2023**
Regional Science High School III, Graduated with Honors. **Subic Bay Freeport Zone, Philippines.**   **2013-2019**

Freelancing Experience

Freelance Data Engineer   **August 2022 – June 2025**

- Collaborated with startups and companies to design, implement, and optimize scalable data infrastructure, including data warehouses, data models, relational databases, and **ETL/ELT pipelines** depending on the business need.
- Built automated data pipelines (**Python, SQL**) to extract, transform, and load data from **APIs**, **SaaS** platforms
- Deployed cloud-based data solutions on AWS (**Redshift, Lambda**) and GCP **(BigQuery)** to improve data accessibility and processing efficiency.
- Optimized query performance by indexing, partitioning, and tuning SQL queries in **MySQL** and **BigQuery**.

Projects

Power BI Projects

Sample designs of the Power BI Dashboards that I created for various companies across different domains.

- Designed and deployed interactive Power BI dashboards for cross-industry clients and partner companies (**healthcare, retail, finance**), translating complex data into actionable business insights.
- Developed custom **DAX** formulas (e.g., rolling averages, cohort analysis, market basket metrics) to uncover hidden trends, increasing client ROI visibility by 25%.
- Automated monthly and quarterly financial/operational reporting by configuring Power BI's scheduled refresh functionality and data gateways **(SQL databases, Excel, APIs)**.

Predictive Analysis of the Philippine Stock Market Using Machine Learning and Intermarket Analysis

A side project focused primarily on the predictive analysis of the Philippine Stock Exchange (PSE) using machine learning techniques.

- Developed a predictive model using a **Random Forest Regressor** to analyze the correlation between crude oil prices and the Philippine Stock Market trends, which achieved an accuracy of approximately **79.7%**
- Designed **candlestick graphs** to visually represent stock and crude oil price movements, aiding in trend forecasting.

Ollama-based Langchain ChatBot Application

Developed an AI chatbot using LangChain and Ollama, deployed via Docker with a Streamlit interface

- Engineered an end-to-end chatbot by integrating LangChain's framework for prompt orchestration, Ollama for local LLM inference, and Streamlit for an interactive web interface
- Designed and deployed a multi-container Docker Compose setup, ensuring seamless service orchestration for the backend (FastAPI/Flask), LLM (Ollama), and frontend (Streamlit).
- Conducted performance benchmarking and fine-tuned the LLM for lower latency and higher throughput in local deployments.

Certifications

- **Big Data Concentration**, **Data Modeling & Management Systems**, **Big Data Integration and Processing**, **Machine Learning with Big Data**, and **Graph Analytics**, **University of California, San Diego.**
- **Introduction to Machine Learning**, **Quantic School of Business and Technology**
- **Microsoft Power BI Data Analyst Professional, Microsoft**.
- **Google Data Analytics Professional**, **Google**.
- **C2 Proficient English Certificate**, **EF SET**.
- **Data Analytics Essentials, Cisco**

Technologies, Tools, & Frameworks

- Technologies: MySQL, PostgreSQL, AWS, Git, Docker, Power BI, Tableau, Big Query, Microsoft Office,
- Tools: Excel, Microsoft Teams, Google Workspace, Jira, Confluence, Salesforce, QuickBooks, Zapier
- Frameworks: Pandas, Numpy, Scikit-Learn, Matplotlib, Streamlit, Langchain, Flask
- Languages: Java, Python, C++, SQL, JavaScript
- SDLC: Waterfall, Agile, Iterative, Scrum