

Luis Gutierrez

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ABOUT ME

Industrial Engineer and Data-driven Analyst with a strong background in the technology industry, specializing in data analysis, KPI definition, and performance reporting. Experienced in transforming raw data into meaningful insights through SQL, Power BI, and Python, designing dashboards and analytical reports that support strategic and operational decision-making.

Alongside a solid foundation as a Business Analyst and certified Scrum Master, I bring hands-on experience in requirements gathering, business process modeling, and UAT execution, ensuring that data solutions are scalable, accurate, and aligned with business needs. I have worked closely with cross-functional teams using agile methodologies and tools such as Azure DevOps and Trello, driving continuous improvement, operational efficiency, and data-informed outcomes in technology-driven environments.

TECHNICAL SKILLS

Python - Intermediate

SQL - Intermediate

Libraries and tools: NumPy, Pandas, Scipy, Seaborn, Mathplotlib, Git

Machine Learning - Basic/Intermediate

Visualization tools: Power BI, Tableau

Project management tools: Azure DevOps, Trello

EXPERIENCE

Mid Business Analyst

Hoist Tech

Dec 2025 – Current

Barranquilla, Colombia

- Designed and delivered SQL-based reports and interactive Power BI dashboards to track KPIs, operational performance, and support data-driven decision-making.
- Analyzed business and system data to identify trends, performance gaps, and improvement opportunities across technology-driven processes.
- Led requirements gathering sessions with stakeholders to translate analytical needs into clear business and functional requirements.
- Collaborated closely with development teams throughout the SDLC to ensure accurate implementation of data and reporting requirements.
- Executed UAT and regression testing to validate data accuracy, system stability, and integrity of analytical outputs.
- Performed business process modeling and analysis to support scalable, data-enabled solution design.

Junior Business Analyst

Hoist Tech

Feb 2024 – Dec 2025

Barranquilla, Colombia

- Built and maintained SQL reports and Power BI dashboards to monitor KPIs, operational metrics, and system performance.
- Supported data analysis and reporting initiatives by transforming business requirements into measurable indicators and visual insights.
- Conducted requirements gathering and documentation to ensure alignment between analytical needs and system functionality.
- Actively supported UAT cycles, test case execution, defect tracking, and validation of data-related enhancements prior to production releases.
- Participated in business process analysis and modeling to align operational workflows with data-driven solutions.

Business Analyst

Consware

Jul 2023 – Feb 2024

Barranquilla, Colombia

- Manage day-to-day activities of the development team, ensuring alignment with project goals and timelines.
- Ensure weekly compliance with development team KPIs through progress monitoring and issue resolution.

- Serve as the liaison between stakeholders and the organization, ensuring clear communication and requirement alignment.
- Create comprehensive functional test plans to support successful deployments and reduce production incidents.
- Perform QA testing on new application functionalities and develop dashboards to track testing outcomes and performance.

Promoter Engineer

Muebles Jamar

Jan 2022 – Jul 2022

Barranquilla, Colombia

- Scrum Master for the IT area, facilitating agile ceremonies and ensuring adherence to Scrum best practices.
- Ensured weekly achievement of development team KPIs, monitoring progress and removing blockers to maintain delivery performance.
- Acted as the primary liaison between stakeholders and the organization, ensuring clear communication and alignment on business requirements.
- Developed effective functional test plans to support successful deployments and reduce production issues.
- Performed QA testing for new app features, designing test cases and setting up dashboards to track results and improve visibility of testing outcomes.

LANGUAGES

- English - Advanced
- Spanish - Native

EDUCATION

TripleTen

Data analyst

Jun 2025 – Jan 2026

Universidad Autonoma del Caribe

Industrial Engineer

Aug 2017 – Jul 2022

CERTIFICATIONS

- Scrum Master Certified - Certiprof
- Power BI Data Analyst - Udemy