

# MIGUEL ANGEL BENAVIDES BENAVIDES

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## BUSINESS DATA ANALYST

### Strategy, Operations & Sales Performance Optimization

**Results-oriented analyst** with expertise in **sales operations, quote-to-cash automation, and CRM data integrity** for software and services businesses. Adept at **streamlining workflows, shortening sales cycles, and delivering actionable insights** to leadership. Combines **technical proficiency in Salesforce, Power BI, and Excel** with cross-functional collaboration to **align operational efficiency with revenue growth**.

## PROFESSIONAL EXPERIENCE

### BUSINESS DATA ANALYST - Americas Services and Software

*Cisco Systems | June 2021 – September 2024*

- **Reduced reporting delivery time by 50%** using a combination of SQL queries, Power Query data shaping, and Power Pivot integration in Excel to automate quarterly updates and executive summaries.
- **Improved resource planning by 15%** through Salesforce and ERP data analysis, aligning headcount with market growth opportunities in underperforming regions.
- **Developed a tracking system to monitor sales coverage by region and vertically, improving territory alignment by 20%.** This was achieved by combining booking data, custom mapping rules, and Power Pivot visuals to flag under covered or misassigned accounts.
- **Collaborated with senior leaders** across Sales, Finance, and Strategy and Planning to optimize cross-functional workflows and align operations with business priorities, **leading to a 30% increase in engagement** and faster issue resolution.
- **Delivered critical ad hoc insights in less than 24 hours** by combining pre-built SQL templates with flexible dashboard filters, supporting leadership through market changes and internal escalations.

### BUSINESS DATA ANALYST - COE Americas

*Cisco Systems | November 2020 – May 2021*

- **Increased deal closure rate by 12%** by identifying pipeline gaps and automating quote generation using data exports, custom Excel templates, and VBA scripting, reducing manual entry errors and delays.
- **Enhanced data visibility** by redesigning interactive dashboards, improving report accuracy by 15% and stakeholder adoption.
- **Automated contract workflows** by integrating Access databases, VBA macros, and rule-based logic, cutting processing time from 1 week to 4 hours and consistently exceeding SLA targets.
- **Improved forecast accuracy by 10%** by cleaning and validating opportunity data from internal reporting systems and delivering account-level insights to senior stakeholders for planning.

### BUSINESS OPERATIONS ANALYST – Deal Management Office

*Adecco (Cisco Systems) | February 2017 – October 2020*

- **Reduced sales cycle time by 25%** by streamlining deal workflows and resolving bottlenecks in cross-departmental handoffs (Finance, Logistics, Customer Support).
- **Protected revenue margins** by analyzing discount trends and advising on pricing strategies for 100+ deals/month.
- **Strengthened compliance** by auditing CRM data integrity, reducing downstream errors by 25%.

Prior work experience:

### **Operations Analyst Team Leader – Sales Operations LATAM**

*Adecco (Cisco Systems)*

- **Managed a regional team of 6 analysts covering 30+ countries**, overseeing workload distribution, training, and performance tracking.
- **Developed structured team workflows and tools**, improving response times and increasing customer satisfaction through consistent service delivery.
- Developed custom reports and partner-facing dashboards that enhanced accuracy and clarity in service delivery.

### **Sales Operations Analyst – Renewals LATAM**

*Adecco (Cisco Systems)*

- Delivered revenue-retention insights by managing renewals, inventory data, and pricing across LATAM.
- Collaborated closely with sales to streamline quote approvals and ensure adherence to compliance policies.
- Enhanced pipeline accuracy and improved quote turnaround times through custom reporting and system updates.

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

**Bachelor in Statistics and Computer Science**, Universidad Nacional Agraria La Molina (UNALM).

Courses and Certifications:

**Scrum Fundamentals | 2024**

**Google Analytics | 2024**

**High-Advanced Business (Level B16) ILAC | 2022**

**Proficiency (Level 16) ILAC | 2022**

## **TECHNICAL SKILLS**

**Programming & Development:** Coding, Visual Basic for Applications (VBA), Python.

**Database Management:** Databases, SQL, Object Relational Mapping, Data Modeling.

**Data Analytics & Visualization:** Analytics, Data Mining, Data Visualization, Power BI, Tableau, Google Analytics, Looker.

**Business Intelligence & CRM:** Business Objects, Salesforce.

**Office Productivity:** Excel, Word, PowerPoint, Smartsheet, SharePoint, Google Suite.

**Project Management & Productivity:** Miro, Trello, Jira

**Documentation:** [GitHub](#)

## **LANGUAGES**

**Spanish:** Native.

**English:** Advanced.

**French:** Basic.