

Ignacio Spreafico

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LINKEDIN | PORTFOLIO | GITHUB

EDUCATION

UNIVERSIDAD DEL SALVADOR
MEDICINE BACHELOR OF MEDICINE

April 2009 - June 2019
Buenos Aires, Argentina

EXPERIENCE

COTY | DATA ANALYSIS FORECASTING | GIFTSETS (PRESTIGE & CONSUMER BEAUTY) Barcelona | May 2024 – Present

- **Owned global demand planning analytics** for multi-million-unit giftset campaigns across Prestige and Consumer Beauty, supporting dozens of markets and multiple seasonal launches, directly shaping **stock allocation, launch readiness, and risk mitigation decisions** at global level.
 - **Established a structured forecast sense-check and challenge process:** systematically reviewed market-submitted forecasts against prior campaign performance, historical demand patterns, and execution outcomes, **proactively challenging assumptions and influencing forecast revisions** to improve realism, accountability, and downstream supply decisions.
 - **Architected and deployed a Quota vs. Forecast Power BI dashboard** (SQL + Python pipelines) adopted by global Supply, Finance, and Commercial stakeholders as a primary decision tool, **driving double-digit reductions in Value at Risk (VAR)** through earlier reallocation, cancellation, and corrective actions.
 - **Performed advanced statistical analysis** (trend decomposition, correlation analysis, outlier detection) on historical and in-season demand signals to **improve forecast accuracy, scenario planning, and campaign phasing decisions** under high uncertainty.
 - **Designed and productionized an end-to-end Python automation pipeline** to consolidate, cleanse, and transform VAR depletion data from multiple upstream sources, **cutting manual processing time by ~80%**, improving data reliability, and enabling faster executive-level decision cycles.
- Tech stack:** MS Excel, Power BI, Python (pandas, NumPy, matplotlib, seaborn, scikit-learn), SQL, SAP S/4HANA, og Solutions, JDA / BlueYonder

PANASONIC | DATA ANALYSIS | FORECASTING & REPORTING Barcelona, Spain | August 2021 – April 2024

- **Extracted, cleaned, and validated large datasets** from SAP BW and POS systems to support demand forecasting, sales analysis, and business reporting across Iberia.
- **Designed and maintained Excel and Power BI dashboards** to monitor KPIs, track sell-in/sell-out trends, and visualize forecast accuracy, enabling faster decision-making for sales and marketing teams.
- **Developed custom Python and VBA scripts** to automate recurring data transformation and reporting tasks, reducing manual workload by ~40% and increasing reliability.
- **Collaborated cross-functionally** with Marketing, Sales and Finance teams to analyze forecast variances, identify demand gaps, and recommend data-backed corrective actions.
- **Built and optimized SQL queries** to extract key metrics and generate ad-hoc reports for cross-functional stakeholders, enhancing visibility into category and channel performance.
- **Spearheaded initiatives** to improve data quality, standardize reporting templates, and streamline analytics processes across the planning department.

VARIOUS EMPLOYERS | EARLY CAREER EXPERIENCE (ADMINISTRATIVE & TEACHING ROLES) Buenos Aires, Argentina | 2010 – 2021

Various positions in Argentina (2009-2021) focused on operations, coordination, and stakeholder communication.

SKILLS

PROGRAMMING LANGUAGES	Python, SQL, VBA
LIBRARIES/FRAMEWORKS	pandas, NumPy, matplotlib, seaborn, scikit-learn, streamlit
TOOLS / PLATFORMS	Microsoft Excel, Visual Studio Code, Jupyter Notebooks, Power BI, Git
DATABASES	Microsoft SQL Server, MySQL, SQLite

PROJECTS / OPEN-SOURCE

PREDICTING FALCON 9 FIRST-STAGE REUSABILITY | [LINK](#) Python, Jupyter Notebooks

Data-driven prediction of Falcon 9 first-stage reusability **to support launch cost estimation** and strategic decision-making.

FINTECH A/B TESTING CASE STUDY | [LINK](#) Python, Jupyter Notebooks

End-to-end A/B testing case study simulating a Revolut-style product experiment on first top-up conversion. Includes **experiment design, statistical testing, effect size analysis, and business interpretation** fully reproducible in Python.

FINTECH PRODUCT ANALYTICS | [LINK](#) SQL, Power BI

A one-page **Product Analytics dashboard** built to analyze **growth, engagement, and monetization** for a fintech-style application using **SQL Server and Power BI**.

CHURN ANALYSIS DASHBOARD | [LINK](#) Power BI, Excel

This Power BI project explores customer churn behavior using a telecom dataset. The goal is to identify key factors influencing churn, highlight high-risk customer segments, **and provide actionable insights** to support retention strategies.

WEB ANALYTICS A/B TESTING | [LINK](#) Python, Jupyter Notebooks

This project presents an **end-to-end A/B testing analysis** using Python, framed around a realistic **web analytics** use case.

CUSTOMER CHURN PREDICTION | [LINK](#) Jupyter Notebooks, Python

Predicting customer churn using machine learning with the Telco dataset. Complete data science pipeline **from EDA to model evaluation** (Logistic Regression, Random Forest, XGBoost), with feature importance analysis and performance metrics.

CERTIFICATIONS

- FIRST English Certificate - Cambridge English.
- Google Advanced Data Analytics Specialization - **GOOGLE**
- Data Analytics - Coder House.
- SQL (Advanced) - **HACKERRANK**
- Python (Basic) - **HACKERRANK**
- Backend Development and APIs - **FREECODECAMP**