

# Joana Piovaroli

11-2303-7484  
joanapiovaroli@gmail.com  
github.com/redfords  
Aráoz 1815, Villa Adelina

## PROJECTS

### Finance ETL (Python, MySQL) | github

- ETL pipeline to extract US stock market data and load into a database.
- Extract data from TradingView with BeautifulSoup, Finnhub API and Exchange Rates API.
- Transform .csv and .json files into a single source.
- Implement scheduling with Apache Airflow and testing with Pytest.

### Flight Data Analysis (Python, MySQL) | github

- Real-time flight and airport timetable data analysis from Aviation Stack API.
- Perform data cleaning and validation with Pandas and Numpy then load into a database.
- Run SQL queries and save the results in a single .xlsx file.
- Implement scheduling with Apache Airflow and testing with Pytest.

## EXPERIENCE

### CRM & BI Analyst - AstraZeneca (01.2016 - 12.2019)

- Manage the Salesforce platform, data feeds and CRM operations.
- Develop ongoing reports, analyses and dashboards to drive key business decisions.
- Customer segmentation and targeting using data from different sources.
- Tools: MS SQL Server, Tableau, Salesforce, Reltio MDM.

### BI Analyst - Falabella (10.2015 - 01.2016)

- Analyze customer databases to build email and SMS campaigns.
- Track response, open rate, clicks, conversion and other KPIs to evaluate effectiveness.
- Provide weekly/monthly/ad-hoc reporting and actionable insights.
- Tools: MS SQL Server, SPSS Modeler, Salesforce Marketing Cloud.

### Ad Operations & Analytics - GroupM (03.2015 - 10.2015)

- Set-up online campaigns and monitor campaign delivery.
- Perform QA and technical specs for display, mobile and video campaigns that go live.
- Run weekly, daily, and final reports as required by client account teams.

## SKILLS

Languages: Python, Java, SQL, Bash  
Other: Git/GitHub, Linux, Salesforce, Tableau, MS SQL Server

## EDUCATION

### Universidad Tecnológica Nacional

Tecnicatura Superior en Informática Aplicada (2017 - 2021)  
Business Intelligence and Data Mining (2015)

### Coursera (online)

Python 3 Programming Specialization  
Data Engineering Foundations  
Data Warehousing for Business Intelligence