

EMPLOYER EVALUATION FORM

Company : BUJO Burger Joint- Burgers Better Ltd.

Supervisor's Name: Justina Mazeikaite-Burgers Better Ltd. Marketing Assistant

Student Name: Sergio Carlos Campos Gisbert

Date of Evaluation: 15.08.2025

Position Description:

The Data Analyst Intern at Burgers Better Ltd. position, gives the opportunity to work with customer behaviour data, sales trends, and marketing performance metrics. The intern has to play a key role in driving data-driven decision-making across the business, helping to enhance customer engagement and support the overall growth of the company.

Start date: 26/05/2025

Finish date: 15/08/2025

Some qualifications & requirements for this position are:

- Strong research skills
- Technical proficiency with Power BI
- Diploma or degree in Analytics, Marketing, or a related field
- Initiative and self-motivation
- Strong team player
- Good knowledge of current trends and consumer behaviour

Key duties to perform in the internship:

- Analyze customer behavior data, sales trends, and marketing performance metrics to support data-driven decision-making.
- Assist in the development and enhancement of the "Friends of BuJo" loyalty program using customer insights.
- Prepare and present reports, highlighting key findings and actionable insights for different business teams.
- Use Power BI and other data visualization tools to create dashboards and reports.
- Support the marketing team in evaluating campaign effectiveness and customer engagement.
- Collaborate with cross-functional teams to identify opportunities for process improvements and data optimization.
- Conduct market research and analyze trends to help inform business strategies.
- Provide general data support to enhance operational efficiency and business performance.

Over the past 12 weeks, Sergio has demonstrated strong initiative and a proactive approach to both data analysis and marketing. He contributed meaningfully to BuJo's strategic development by implementing forecasting models to predict monthly performance. His data-driven approach has helped the team make more informed business decisions, a particularly valuable asset as BuJo prepares to open its third location in the new year.

Sergio's ability to independently identify areas for improvement and suggest practical, scalable solutions has had a direct impact on both financial planning and operational efficiency. His work has laid the foundation for more sustainable growth, particularly in terms of aligning marketing strategy with real-time sales data and customer trends.

He also reviewed previous campaigns and provided valuable insights that improved the performance of ongoing promotions. Sergio will continue working with us on upcoming projects, including the development of our loyalty programme Friends of BuJo, where he will assist with cleaning and structuring our customer data, creating consumer segments, and building strategic frameworks for targeting and engagement.

In addition to his analytical strengths, Sergio worked collaboratively across departments, effectively communicating insights and ensuring that strategies were actionable for both marketing and operations teams. He consistently met deadlines, showed curiosity and a strong work ethic, and contributed positively to the team dynamic. Overall, we have been very satisfied with his work

My linked in : <https://www.linkedin.com/in/justinamazeikaite/>

Position Description:

Place rate the student's overall performance on placement *Please note that a student scoring 2 or below may fail the placement module. In such circumstances, please email shazia.afzal@dbs.ie, should you wish to discuss or add additional comments.*

5 Very Satisfied

Always exceeded expectations

4 Satisfied

Usually exceeded expectations

3 Fair

Met expectations

2 Poor

Rarely met expectations

1 Unsatisfactory

Did not meet expectations

Would you be willing to endorse this student via a LinkedIn recommendation for skills practiced/developed on this placement? YES _____ (Yes/No)

Signature



Date 15.08.2025