To Whom It May Concern,

I am an experienced Analyst with a robust background in Computer Science and a passion for translating intricate data into actionable business insights. Focused on innovation and continuous improvement, I have dedicated myself to developing technological solutions that streamline the customer journey and enable a more personalized and effective approach to advertising, marketing, and operations.

Experience and Skills:

BI PLATFORM MAINTENANCE AND SUPPORT: Proficient in Tableau administration and technical support, handling scheduled jobs, optimizing workbook performance, and providing technical assistance for Automated Billing Interface.

BUSINESS INTELLIGENCE STRATEGY: Collaborated on the development and refinement of the BI strategy, encompassing data governance, data quality, and best data management practices.

DATA ANALYSIS AND INSIGHT: Collaborated with stakeholders to understand business requirements and translated them into data analysis initiatives. Conducted in-depth analysis to identify patterns, trends, and insights related to ad performance, customer behavior, and revenue optimization.

DATA VISUALIZATION AND REPORT AUTOMATION: Created engaging interactive dashboards using Tableau, developed intuitive data visualizations, and automated recurring reporting processes.

DATA COLLABORATION AND CROSS-FUNCTIONAL SUPPORT: Worked closely with engineering and data science teams to ensure data integration, accuracy, and availability for BI purposes.

DATA QUALITY AND GOVERNANCE: Ensured data quality and adherence to data governance policies.

CONTINUOUS LEARNING AND SKILLS DEVELOPMENT: Committed to staying updated with the latest trends and advancements in BI technologies and tools.

Qualifications:

Proven Experience as a BI Analys in the technology advertising or digital advertising industry.

Strong Programming Skills in Python and SQL.

Extensive Experience in creating interactive dashboards and reports using Tableau.

Solid Understanding of data structures, data modeling, and data storage concepts.

Exceptional Analytical and Problem-Solving Skills with meticulous attention to detail.

Strong Communication and Presentation Skills.

Ability to Work Independently and Collaboratively in a fast-paced, deadline-driven environment.

Knowledge of Statistical Analysis and Data Mining Techniques is an advantage.

Thank you for considering my application!

Sincerely,

Fernando Cuellar Rodriguez