

Edwin Santos

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PROFESSIONAL SUMMARY

Business Analyst focused on data analysis, and specializing in SQL, Power Platform (including Power BI, Power Apps, and Power Automate), and Python for Data Science. Currently working as a Business Analyst at the US-based company CQ Fluency, while continuously enhancing academic skills. Holds a Graduate Certificate in Analytics for Business Decision Making from Mohawk College and a Diploma in Business Analytics from Pontificia Universidad Católica del Perú (PUCP). Recognized for strong analytical abilities and creative problem-solving, winning first place in the NASA Space Apps Challenge in Lima, Peru, and leading a team to victory in the Higher Education Data Analytics Competition in Canada.

SKILLS

- Data visualization
- Python
- Decision-Making
- Dashboard creation
- Bigquery
- Data Analysis
- Power BI
- SQL
- Web Scraping

EXPERIENCE

Business Analyst

CQ Fluency, 2023 - Current

- Conduct extensive tracking of data points and databases to support business operations.
- Develop automation solutions using Python, employing libraries such as Pandas, MySQL, and NumPy. Create advanced data visualizations using Seaborn and Matplotlib.
- Perform complex queries and review Entity Relationship Diagrams (ERDs) to support intricate data collection.
- Develop and maintain Power BI dashboards for various teams and Project Managers, significantly improving access to information and reducing data acquisition time for stakeholders.
- Implement solutions in Power Automate to streamline daily tasks, including notifying translators about project hours and comparing them with projected hours.
- Coordinate and lead exhaustive meetings with stakeholders to identify pain points, translate needs into data requirements, and present data-driven solutions for each case.

Business Intelligence Engineer

Valia, 2022 - 2023

- Developed over 60 data visualization and analysis reports using Looker Studio, facilitating access to key insights for decision-making.
- Performed complex queries in PostgreSQL and managed data transfer and transformation from AWS to BigQuery.
- Participated in the implementation of Large Language Models to develop interactive tools like Valia's Copilot, significantly enhancing user experience.
- Utilized APIs to integrate data from platforms like HubSpot and Google Analytics, creating detailed reports to support marketing strategies.
- Employed Python for generating data reports and automating processes, optimizing operations and data efficiency.
- Presented reports and analyses to various departments and stakeholders, providing critical insights for business strategy.

Product Analyst

Ove Decors, 2021 - 2022

- Developed dashboards in Power BI by extracting data from MySQL, making data analysis more accessible and understandable for stakeholders.
- Implemented an OCR-based automation solution in Power Automate for processing invoices, achieving approximately a 95% reduction in processing time.
- Performed complex analyses in Excel, using pivot tables and advanced functions to evaluate sales and product performance.
- Participated in web scraping projects, extracting data from Amazon and Overstock for comparative analysis and market research.
- Maintained constant communication with various stakeholders, understanding their needs and efficiently organizing my time for effective project management.

EDUCATION

Graduate Certificate: Analytics for Business Decision Making

Mohawk College, Hamilton, ON, Apr 2024

Diploma: Business Intelligence

Pontificia Universidad Católica del Perú (PUCP), Lima, Peru, Jul 2021

Bachelor in Science: Mechanical Engineering

Pontificia universidad católica del Perú (PUCP), Lima, Peru, Jul 2020

AWARDS

First place & Winner of the Higher Education Analytics Data Competition - Mohawk College - March 2024

- Our team secured first place over 40 groups of different colleges, after developing a data analysis poster and a Machine Learning model of the effects of climate change on buildings in Hamilton, Ontario.
- Responsible of the data strategy, team management and storytelling.

First Place & Global Nominee, NASA's International Space Apps Challenge - October 2021

- Led team SPACE ROOTS at NASA's International Space Apps Lima, standing out among over 1600 participants and 200 teams.
- Responsible for the engineering of the module's mechanical systems and for data transfer and visualization. Integrated sensors to measure humidity, mold, and air pressure, utilizing Grafana to visualize plant growth and health in real-time.

ADDITIONAL INFORMATION

- Languages: Fluent in English and Portuguese, with Spanish as native language.
- Professional Interest: Highly committed to pursuing a career in Data Science, with a focus on deepening expertise and knowledge in the field.