





Antonio González

Data Science / Business Analytics
/ Decision Support

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EDUCATION

Master in Data Science and Business Analytics

IMF Business School
Completed in 2026

Bachelor's Degree in Marketing and Advertising

ESIC Business & Marketing
School
2019 - 2023

ADDITIONAL TRAINING:

Data Analytics Mastery-DS4B

Practical training in Data Analytics
and Business Analytics through
applied case studies

LANGUAGES

Spanish – Native
English – Professional
German – Intermediate

SELECTED PROJECTS

Commercial Decision-Support System for SMEs

Master's Thesis

- Designed and validated an end-to-end decision-support system using real business data to improve customer, product, and commercial decision-making.
- Built a reproducible analytics workflow covering data integration, quality control, segmentation, explainable recommendation logic, and Power BI reporting.

Finance Data Foundation for FP&A and Controlling

Portfolio Project

- Built a structured finance analytics pipeline to transform raw operational and finance-style data into curated reporting layers for budgeting, forecasting, and variance analysis.
- Developed data quality checks, reconciliations, and business-ready KPI outputs for management reporting.

Experimentation and ML Monitoring for Growth Optimization

Portfolio Project

- Developed a production-aware analytics and ML workflow covering feature engineering, model evaluation, experiment readout, and performance tracking for growth optimization use cases.
- Connected analytical outputs to reusable scoring, business KPIs, and decision-support use cases rather than treating modelling as a standalone exercise.

RELEVANT WORK EXPERIENCE

Independent E-commerce & Growth Projects

2018 - Present (currently paused)

- Managed small-scale e-commerce and digital growth initiatives, focusing on acquisition, funnel performance, email marketing, and customer conversion.
- Analysed campaign and customer data using tools such as Google Analytics, Meta Ads, Google Ads, and Klaviyo to identify performance trends and improvement opportunities.
- Developed a business-oriented understanding of how marketing and customer insights can support acquisition, retention, and commercial decision-making.
- Currently paused while transitioning toward analytics-focused roles.

TECHNICAL SKILLS

Python / SQL / Power BI / Excel / R / Power Query
Data Cleaning / Data Integration / Data Quality Control /
Data Pipelines / Exploratory Analysis / KPI Analysis / Dashboarding
Business Analytics / Machine Learning / Segmentation /
Recommendation Logic / Decision Support

Additional Exposure: Tableau / AWS / Databricks