






# Antonio González


## Data Analyst

KPI Reporting, Performance Analysis & BI

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## SUMMARY

Business-facing Data Analyst with a Master's in Data Science and Business Analytics, focused on turning performance, customer, and operational data into clearer KPI visibility, analytical insight, and practical business action. Strong foundation in SQL, Power BI, Excel, Python, and Power Query, with applied work in reporting, data preparation, quality checks, behavioural analysis, and operational performance analytics.

## EDUCATION

### Master in Data Science and Business Analytics

IMF Business School (2026)

Final grade: 9.6/10

Master's Thesis: 10/10

### Data Analytics Mastery-DS4B

Practical training in Data Analytics and Business Analytics

## LANGUAGES

Spanish – Native

English – Professional

German – Intermediate

## SELECTED PROJECTS

### Diagnostic Lab Performance & SLA Analytics

Portfolio Project

- Built a healthcare operations analytics case for a diagnostic lab network, using Python, SQL and Power BI to analyse SLA compliance, turnaround time, rework impact, and workflow bottlenecks.
- Designed a management-facing reporting flow showing that overall SLA performance was stable, while risk was concentrated in complex workflows, validation queues, reworked samples and selected source sites.

### NovaMarket – Product Growth & Experimentation Analytics

Portfolio Project

- Built a product analytics case around a marketplace growth question, assessing whether discovery changes improved user progression enough to justify selective rollout.
- Analysed behavioural and funnel signals to diagnose friction, interpret experiment outcomes, and support clearer product and growth decisions.

### Commercial Margin Protection & Pricing Analytics

Portfolio Project

- Developed a business-facing analytics case to identify where discount leakage, returns, and weak price realisation were eroding margin in an omnichannel retail setting.
- Structured the analysis around action prioritisation, turning commercial performance signals into clearer management focus areas.

### Commercial Decision-Support System for SMEs

Master's Thesis

- Designed an end-to-end analytics workflow using real business data, combining data integration, quality control, segmentation, and explainable recommendation logic.
- Built a reproducible pipeline for customer insight, cross-sell prioritisation, and business reporting.

## RELEVANT WORK EXPERIENCE

### Independent E-commerce & Growth Analytics Projects

2018 – Present (currently paused)

- Managed independent e-commerce and digital growth initiatives, using performance, funnel, and customer data to evaluate acquisition, conversion, and optimisation opportunities.
- Turned campaign, behavioural, and commercial signals into clearer analytical insight, prioritised actions, and business-facing decision support.

## TECHNICAL SKILLS

**Tools:** SQL / Power BI / Excel / Python / Power Query

**Analytics & Reporting:** KPI and performance analysis / Dashboarding / Management reporting / Business analytics

**Product, Commercial & Operational Analysis:** Funnel analysis / Customer and behavioural analysis / Product and growth analytics / Workflow and bottleneck analysis / Trend and weak-point diagnosis

**Data Preparation & Quality:** Data cleaning / Data integration / Data quality checks / Validation logic / Segmentation

**Additional Exposure:** Tableau / AWS / Databricks / SQL Server / Jupyter / Git / SSMS