






# Antonio González


## Business Analyst

Process, Reporting & Decision Support

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## SUMMARY

Business-facing analytical profile with a Master's in Data Science and Business Analytics, focused on improving clarity across processes, reporting, business logic, and decision support. Strong foundation in Excel, Power BI, SQL, Python, and Power Query, with applied work in requirements structuring, KPI reporting, data validation, reconciliation logic, and stakeholder-facing business analysis.

## 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

### Service Request Workflow Control & Prioritisation

Portfolio Project

- Structured a fragmented service request workflow into a full BA case, including AS-IS/TO-BE mapping, requirements, validation rules, acceptance criteria, UAT scenarios, and risk controls.
- Built a Power BI control dashboard to analyse backlog, SLA pressure, intake quality, clarification loops, and ownership delays across 2,400 simulated requests.

### Finance Reporting & Data Foundation

Portfolio Project

- Designed a structured reporting foundation for budgeting, forecasting, variance visibility, and management reporting across key business dimensions.
- Defined business rules, reconciliation logic, and reporting structures to improve traceability, consistency, and stakeholder readiness.

### Internal Policy & Process Knowledge Workflow

Portfolio Project

- Designed a structured workflow to improve access to internal policies, procedures, approvals, and operational support guidance.
- Improved traceability, consistency, and process support by translating scattered documentation into more reliable, business-usable answers.

### Manufacturing / Operations Controlling & Cost-to-Serve

Portfolio Project

- Built a management-facing analysis to identify where reported product profitability overstated real value once operational burden and fulfillment effort were considered.
- Improved visibility on operational trade-offs, helping translate cost-to-serve and profitability signals into clearer priorities for management action.

## RELEVANT WORK EXPERIENCE

### Independent E-commerce & Business Performance Projects

2018 – Present (currently paused)

- Managed independent business initiatives, using performance, customer, and operational signals to support prioritisation and commercial decision-making.
- Analysed business and reporting data to identify weak points, performance trends, and areas for clearer visibility and action.
- Built practical experience in structuring business problems, translating data into decision support, and improving visibility around performance drivers.

## TECHNICAL SKILLS

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

**Business Analysis & Reporting:** Requirements engineering / Requirements gathering / Functional requirements / Process mapping / KPI reporting / Stakeholder reporting / Structured decision support

**Process, Data & Control Logic:** AS-IS / TO-BE analysis / Business rules / Validation rules / Data modelling / Data integration / Reconciliation logic / Reporting consistency

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

**Delivery & Ways of Working:** User stories / Acceptance criteria / UAT support / Functional documentation / Process documentation / Agile / Scrum