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Senior Data Analyst

Highly motivated senior data analyst based in Barcelona, with 7+ years of experience driving business value through data. Proven expertise across the full data science workflow – from back-end coding, ETL, and database management (**SQL, R, Python**) to advanced analysis, predictive analytics, and compelling visualizations (**PowerBI, Looker, Tableau**). Track record includes leading BI initiatives and delivering actionable insights from large-scale data at companies like HP. Passionate about using data to solve problems and exploring and applying new AI trends and technologies. Fluent in English and Danish, with intermediate Spanish.

Work Experience

- 2023 – 2024

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Scan Program Analyst, HP (1 year and 1 month)
 - o Architected and implemented robust **data models in Redshift using SQL and LookML** for global scan data, enabling new types of user behavior analysis.
 - o Partnered with 'document and scan' program managers to deliver key insights and build interactive dashboards (**Looker/PowerBI**).
 - o Collaboration with the program manager and software developers to ensure data flow (**technical requirement**, quality assurance, dashboard building and **advanced analytics**).
- 2022 – 2023

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Data Analyst, HP (1 year and 2 months)
 - o Conducted in-depth analyses to address critical questions for *HP Instant Ink* and user behavior teams, **uncovering key trends** related to **customer journey** friction points and feature adoption.
 - o Worked closely with market managers, delivering dashboards and setting up data funnels locating underperforming markets and associated problems.
 - o Developed and **led internal training sessions** on AI tools and advanced LookML techniques, empowering the team with new analytical tools and skills.
- 2020 – 2022

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Analytics Lead, Visiolink (2 years and 3 months)
 - o **Led the Analytics department**: defined the technical roadmap, prioritized analytics tasks using Jira, and oversaw the expansion of MySQL databases and tracking capabilities.
 - o Meetings with customers to understand requirements and goals, **design dashboards and data flows to fit needs**. Often built in Data Studio, PowerBI and Tableau.
 - o Making specifications for custom 3. party solutions and various tracking SDK implementations.
 - o Conduct data **workshops** and **consultancy**.
- 2018 – 2020

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Analytics Consultant, Visiolink (1 year and 8 months)
 - o **Designed, built, and automated large-scale reporting infrastructure** using R, SQL, efficiently delivering customized monthly reports to 400+ clients, daily data exports, and automated presentations, **resulting in 100+ hours saved weekly in manual reporting**.
 - o Data collection, structuring, data storage and visualization in tools such as Google Analytics, Data Studio, MySQL, PowerBI, Tag Manager, Application Insights, Google Sheets and RStudio.
 - o Developed and set up dashboard walls driven by Linux and HTML. The wall displays organizational performance metrics, employee events, weather, news, videos etc.
- 2016 – 2019

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Exchange Mentor + Voluntary Mentor, BSS International + Aarhus University
 - o Planning and execution of events, responsibility and mentoring of a group.
 - o I was working as a mentor for students from 2. semester at BSS.
 - o Coming from a non-academic family myself, this job gave me the opportunity to help and guide students with the same background as myself to better choose their academic path.

Education

2017 - 2019 - **MSc Business Intelligence (Data Analytics), Aarhus University**



- o Key Coursework:
 - Business Forecasting.
 - R/SQL for Analytics.
 - Text Analytics/Social Network Analysis.
 - Data Mining (Python).
 - Data Warehousing.

2016 – 2016 - **BSc Economics and Business Administration, NTU, Singapore**



- o Focus on:
 - International Finance.
 - Communications Strategies.

2014 – 2017 - **BSc Economics and Business Administration, Aarhus University**

- o Thesis: 'Analysis of consumer behavior in relation to autonomous vehicles' (Grade: A).
 - Applied data analysis skills to a practical problem merging interests in new technology and consumer behavior.

IT Competences

Programming & Databases:

- Languages: Python, R, LookML
- Databases: SQL (PostgreSQL, MySQL),
- Data Warehousing: Redshift, BigQuery, Snowflake

Python Libraries:

- Core Data Science: Pandas, NumPy, Scikit-learn
- Visualization: Matplotlib, Seaborn, Plotly
- Machine Learning: TensorFlow, PyTorch, Keras
- NLP: spaCy, HuggingFace

BI & Visualization:

- Power BI, Tableau, Looker, Google Data Studio

Cloud Platforms & MLOps:

- Cloud: AWS, Azure, Google Cloud (GCP), BigQuery
- MLOps: Git, Docker, Jenkins, dbt
- Other: Jira, Google Analytics, Google Tag Manager

Personal Project

Smart Home System:

- **Built and operate a home automation setup** on Raspberry Pi/Home Assistant, **integrating and automating 130+ devices**. Currently developing enhanced natural language control capabilities using a **locally hosted LLM** (via Ollama) integrated with Home Assistant's Assist pipeline, prioritizing local processing for privacy and responsiveness.

Language Competences

FLUENT: Danish and English

INTERMEDIATE: Spanish, German, Norwegian and Swedish

Personal Interests

I love to take my motorcycle for a ride to Montserrat or other mountains and I also regularly play badminton.

In addition, I have a big interest in IT and AI trends, new technologies and home automation. Let's talk over a VR table tennis match!