

ANGELO MARTINEZ NUÑEZ

Data Analyst | Business Intelligence Analyst | Industrial Engineer

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PROFESSIONAL PROFILE

Industrial Engineer specialized in Data Analysis and Business Intelligence, focused on solving business problems through data modeling and visualization. Experienced in end-to-end project development using SQL, Python, Power BI, and Tableau, applying Medallion Architecture to ensure data quality, traceability, and scalability. Possess a portfolio of practical projects across Supply Chain, Marketing, and Product Analytics, driving strategic decision-making through Data Storytelling and actionable insights.

SKILLS

Programming & Query Languages: SQL, Python (Pandas, NumPy, Matplotlib, Seaborn).

Business Intelligence & Visualization: Power BI, Tableau, Excel, Google Sheets.

Data Analysis & Architecture: Exploratory Data Analysis (EDA), ELT/ETL, Medallion Architecture, Data Storytelling, KPI Definition and Tracking.

Databases, Cloud & Tools: Google BigQuery, Google Cloud Platform (GCP), DuckDB, DBeaver, Git.

PROJECTS

Supply Chain Optimization | Nordmark

August 2025 – September 2025

- Detected overstock exceeding 35% across four product categories, integrating and validating more than 70,000 sales records with SQL, DuckDB, and DBeaver.
- Identified stockout risks of up to 53% across 17,450 units produced, through an interactive 4-page Power BI dashboard.

Marketing Analysis | ShopEasy

May 2025 – June 2025

- Identified purchase patterns from more than 100 customers and 20 products by applying Medallion architecture in SQL and a sentiment analysis model in Python.
- Detected a Q4 engagement decline through conversion KPIs (8.5%) and social media metrics (15.37% CTR) in a Power BI dashboard.

Product Analysis | NordicFlow CRM

February 2025 – April 2025

- Modeled more than 60,000 transactions, 120 accounts, and 12,904 events using SQL (Medallion architecture), ensuring data quality.
- Identified 77 inactive accounts and a 15.83% activation rate through a product adoption dashboard in Power BI.

WORK EXPERIENCE

FlipTalk | Customer Support Agent

Bogotá D.C., Colombia (Remote)

February 2024 – September 2024

- Reduced response times by 15% and decreased incident resolution by over 10 minutes through metric tracking and tutor coordination in Rasayel and Slack.
- Boosted retention of more than 3 daily customers by analyzing subscription data in Rebill, Stripe, and Mercado Pago to anticipate retention opportunities.

WSP Ingeniería Colombia S.A.S | New Business Development Trainee

Bogotá D.C., Colombia (Hybrid)

July 2023 – December 2023

- Reduced information search time by 15% by centralizing and structuring project and sector experience data in an Excel-based system.
- Increased bidding process participation by 12% through the centralization and validation of legal, financial, and PEP documentation in SharePoint.

EDUCATION

Universidad Militar Nueva Granada | Industrial Engineering

Bogotá D.C., Colombia

2019 – 2024 (graduated)

CERTIFICATIONS

Data Analyst & AI Expert | A2 Aprende y Aplica Capacitación

2024 – 2025

Business Intelligence with Excel and Power BI | Universidad Militar Nueva Granada

March 2023