

SENIOR DATA & BUSINESS INTELLIGENCE ANALYST

I turn complexity into
clarity, decisions
and product.

Business and data professional with experience in corporate environments, evolving from pricing and commercial performance into Business Intelligence, forecasting, automation and advanced analytics. I translate business needs into KPIs, models, dashboards and systems that support better decisions.

BUSINESS INTELLIGENCE

ANALYTICS & FORECASTING

AUTOMATION

PRODUCT & AI

IMPACT AT A GLANCE

REPORTING

manual processes
automated

DATA FLOWS

more consistent
and efficient

100K+

active subscribers
analysed

4+

submodels in the core
forecasting model

Efficiency · scale · forecasting

01 · PROFESSIONAL EXPERIENCE

JAN 2025 - PRESENT

Santalucía Seguros

Senior Data & Business Intelligence Analyst · Madrid

- Automated and improved reporting and data-preparation processes, reducing manual work and strengthening information consistency.
- Designed and evolved analytical data flows and transformations in cloud environments, improving efficiency and information quality.
- Designed and evolved dashboards, KPIs and data-quality controls to support business monitoring and decision-making.

APR 2019 - JAN 2025

OnMobile Global Spain

Senior Business Analyst & BI Specialist · Madrid

- Analytical hub across IT, business, finance and marketing for a B2C digital service in Spain with more than 100,000 active subscribers.
- Designed and maintained a core forecasting model with submodels covering churn, activations, cancellations, refunds and business evolution.
- Built the annual budget and quarterly forecasts; supported Finance with estimates, month-end closes, invoicing and management control.
- Built a daily operational Power BI dashboard and an executive KPI view; analysed churn and campaigns to focus business and marketing decisions.

2006 — 2019

Staples Business Solutions

Pricing & Margin Manager · Madrid

- Analysed and monitored pricing, margins, profitability and positioning to support commercial and management decisions.
- Built KPIs, reporting and dashboards; analysed sales, products and customers to identify trends, deviations and opportunities.
- Contributed to pricing and margin-review initiatives, translating business needs into analytical models and decision-support tools.

02 · PRODUCT, AI & APPLIED SYSTEMS

Work that shows how I think and build beyond reporting.

Selected self-initiated projects. The aim is not to replace corporate experience, but to show how I turn complex needs into products, systems and design decisions.

PRODUCT · SERVICE DESIGN · SOCIAL IMPACT

EchoFather Familias

Digital environment designed to help families living with complex health conditions organise documentation, context and follow-up throughout their care journey.

Product Strategy · Family-centred UX · Service Design · Privacy by Design

IMPACT

From scattered documentation and family burden to context, continuity and control.

KNOWLEDGE SYSTEMS · AI · PRODUCT

Longitudinal Health Intelligence

Private system for organising complex documentation and evidence while preserving provenance, context and evolution.
IMPACT · From fragmented information to traceable, usable knowledge.

Knowledge Architecture · Semantic Retrieval · Traceability · Privacy

HEALTHTECH · WORKFLOW · PRODUCT

Clinical

Concept-validation prototype for follow-up, trends and handoffs in a clinical setting.
IMPACT · From isolated records to operational follow-up and continuity across shifts.

Workflow Design · Operational UX · Data Product · Validation

03 · ADDITIONAL EXPERIENCE

MAY - AUG 2020

World Health Organization (WHO)

Volunteer project · Data Analyst · Public COVID-19 data

Analysed and visualised public data during the COVID-19 response, structuring information from multiple sources.

04 · EDUCATION

2023

Master · Data Science & Big Data

MIOTI · Madrid Internet of Things Institute

2018

Executive Master · Big Data & Analytics

MSMK · Madrid School of Marketing

05 · STACK & CAPABILITIES

BI & VISUALISATION

Power BI · DAX · Power Query · Excel 365 · Data storytelling

DATA & PROGRAMMING

SQL · Databricks · Delta Lake · Python · PowerShell

CLOUD & AUTOMATION

Azure Data Lake Storage · Power Automate · Supabase · APIs

ANALYSIS & DELIVERY

KPIs · data quality · forecasting · exploratory analysis · functional requirements · version control

LANGUAGES

Spanish · native

English · C1 / full professional proficiency

See how this translates into product.

Portfolio, case studies and Deep Dives at hernanfalbo.com

DATA · BUSINESS · AI · PRODUCT

