

# MATIAS ROSSI

## Data Analyst | Business Intelligence

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### PROFESSIONAL SUMMARY

Results-driven Data Analyst with over 5 years of experience engaging directly with customers and applying Business Intelligence solutions to optimize operations, improve decision-making, and drive measurable business growth. Skilled in translating complex data into actionable insights through SQL, Power BI, Tableau, Looker Studio, Excel, and Google Cloud Platform. Adept at KPI design, dashboard development, and data storytelling to support strategic initiatives and enhance customer experience. Fluent in English at C1 Advanced Level (Cambridge Advanced Certificate).

### PROFESSIONAL EXPERIENCE

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#### **Founder & Data-Driven Business Manager | FORCE Strength & Conditioning – Argentina (2021–Present)**

- Designed and implemented a Looker Studio BI system integrating Google Sheets and CRM for unified KPI tracking.
- Developed performance dashboards to monitor retention, payment punctuality, and revenue streams in real time.
- Optimized pricing and introduced a late fee policy, increasing on-time payments by +42% and quarterly revenue by +30%.
- Created KPI-based loyalty metrics, improving customer retention by +20% YoY.
- Automated reporting processes, cutting preparation time by 35%.

#### **Instructor – Looker Studio | Datademia (2025)**

Delivered a 30+ lesson Looker Studio course for Datademia, equipping aspiring data analysts with practical skills in data connections, visualization, and KPI development. Key highlights include:

- Teaching data connections with Google Sheets, BigQuery, and CRM data.
- Covering visualization and storytelling to help students create impactful dashboards.
- Designing exercises on calculated fields and KPI development to enhance data modeling and ETL processes using Google Cloud tools.
- Receiving top ratings for clear and engaging instruction, demonstrating strong communication for BI solutions.

### RELEVANT PROJECT

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#### **Retail Sales Analysis – Power BI (2024)**

- Developed an executive dashboard for a global electronics retailer, integrating multi-table datasets via Power Query for clean, consistent data analysis.
- Created advanced DAX measures to track total sales, margins, and year-over-year growth, enabling rapid decision-making on pricing, inventory, and promotions.
- Improved data accessibility for leadership, reducing reporting time by 40% and supporting strategic initiatives that increased promotional ROI by 15%.

### TECHNICAL SKILLS

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- Visualization & BI: Power BI (DAX, Power Query), Tableau, Looker Studio
  - Databases: SQL (CTEs, JOINS, Window Functions, RFM Segmentation)
  - Cloud & ETL: Google Cloud Platform (BigQuery, Data Governance)
  - Excel: PivotTables, Dashboards, Lookup Functions
  - Core Competencies: Exploratory data analysis, statistical modeling, data cleaning and preprocessing, trend analysis, business reporting, data-driven decision support, Python basics.

### EDUCATION & CERTIFICATIONS

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- Google Cloud Data Analytics Certification – Coursera, 2025
  - Google Business Intelligence Certification – Coursera, 2025
  - SQL for Data Science – University of California, Davis (Coursera), 2025
  - Data Analytics Career – Coderhouse (Top 10 Student), 2024
  - Cambridge Advanced English (CAE) – C1
  - Bachelor's in Physical Education – UNLP, Argentina, 2017
  - CSCS® - NSCA | 2021 - Present