

<b>Name:</b>	Oscar Valles
<b>Job Title:</b>	Business Intelligence Analyst
<b>Manager:</b>	Nick Haynes
<b>Review Period:</b>	2023 - 2024



## **Strengths**

### ***Hardworking / Dedicated***

Oscar has been a one man show on the BI side for most of his tenure at AdAction. His skills and attention are under high demand as he constantly has a full plate of projects along with a steady stream of ad-hoc requests. He does a great job of juggling the endless onslaught of work and ever changing priorities. He manages to get things done in a less than ideal environment while maintaining a great attitude and high level of professionalism.

*"Overall I think Oscar is crushing it on his one man BI team. He's constantly having to jungle multiple requests at one time and is great about giving you realistic timelines."*

*"Oscar is fantastic to work with! He's really excellent at what he does, he's got that fire and resilience that just gets things done."*

### ***Strong Technical Skills***

Oscar is a highly skilled BI analyst with strong SQL and python skills and a strong knowledge of Tableau. Over the last year he's also added a good working understanding of DBT and has been upskilling on Airflow as well. The team trusts his technical abilities and he is the businesses' "go to person" for all questions on SQL and Tableau.

*"His technical abilities stand out, whether it's writing sql queries, dbt models, and python. He's definitely very skilled all around."*

### ***Accountable***

Oscar is highly accountable, which is even more impressive given his heavy workload. He's proactive with updates and follows through on his commitments. He's responsive to the many ad-hoc requests that come his way while managing to still be productive on his many projects. The team knows they can depend on Oscar day-in and day-out to quickly respond to the changing needs of the business.

*"Excellent- anything that I've been involved in or have seen that involves Oscar working on it always gets done and has stellar communication involved on his part. Despite all the balls he has in the air, Oscar never drops them."*

*"I can always count on Oscar when I need him."*

### ***Good Communication Skills & Professionalism***

Oscar is always highly professional and he brings a positive attitude to work with him every day. His colleagues enjoy working with him and speak highly of his communication skills and demeanor. He does a good job of

communicating technical matters to non-technical individuals and he communicates well with leadership.

*"Super nice guy, super professional"*

*"Oscar is always well-prepared, thoughtful in his approach, and responsive"*

## **Areas of growth**

### ***Continue to Grow Technical Skills***

Oscar has been actively expanding his technical skill set, he's recently added Airflow to his technical toolbox and has been expanding his understanding of DBT. He should continue to lean into those technologies and grow his mastery of both of them as they will be a part of our core infrastructure moving forward. Oscar should also continue to grow his mastery of Python and programming best practices.

### ***Embrace Team Based Approach***

For much of his tenure, Oscar has been a one man BI powerhouse. He never shies away from more work thrown his way and he's always quick to own the projects sent his direction. These are admirable traits that have served him well and made him the company's go-to-guy for all things data. The problem with a one man show is that it's difficult to scale, creates a bottleneck to our flow, and creates isolation and specialization of knowledge within the team. This is why we've been transforming the Tech Department to one that follows a more Team-based approach. Oscar is now on a team of competent Data Engineers and Data Analysts, he should lean into the Team-based approach so he can continue to expand his impact.

Some areas to focus on:

- Plan and tackle work as a team
- Use Mob programming to unblock each other, craft the best solutions, and disseminate knowledge
- Work in small batches and leverage code reviews for speedy feedback
- Optimize for fast delivery and leverage the larger team for testing and validation
- Spread investigations and ad-hoc requests across the team
- Delegate purely technical tasks to the data engineers so the analysts can focus on dataset delivery and visualization
- Help the team optimize our tooling and processes for the team based approach

### ***Expand Understanding of Products and Grow Impact of our Data Analysis***

To date, a lot of the metrics and data analysis needs have been focused on core business functions like Cost Reporting, Invoicing, Fraud Prevention and Campaign Delivery. Oscar has a good understanding of these core models and is well versed in the Tune and MMP data that powers them. As we continue to lay down a stronger technical foundation, the focus of our analysis should move beyond the core business functions and help drive change within the business and within our products to drive greater value. As we progress, our Data/BI Analysts should be connecting more directly with the products and more focused on data modeling and data exploration to help empower our product teams and move our products forward.

## Performance Rating

Based on the past year, please select an overall rating on the employee's performance.

<b>Unsatisfactory</b>	Performance generally failed to meet the established expectations or required frequent, close supervision and/or the redoing of work.	<input type="checkbox"/>
<b>Below Standards</b>	Performance met some of the job expectations but did not fully meet the established measures.	<input type="checkbox"/>
<b>Meets Standards</b>	Performance fully met the established job expectations and may have periodically exceeded expectations.	<input checked="" type="checkbox"/>
<b>Above Standards</b>	The majority of the employee's work exceeded expectations. Requires little to no additional direction to achieve the core goals of the role.	<input type="checkbox"/>
<b>Outstanding</b>	Contributes to the organization's success well beyond job requirements. Contributes unique, innovative, and workable solutions to projects/problems.	<input type="checkbox"/>

Verification of Review			
<i>Employee Signature:</i>		<i>Date:</i>	
<i>Manager Signature:</i>		<i>Date:</i>	