

OSCAR VALLES

ABOUT

Highly technical multi-industry Analytics professional. Architect of ETL & other processes with expert proficiency in languages such as SQL, Python and platforms including Tableau Server, AWS & GCP. Consistently delivering measurable business impact. Passionate about working data, even my hobbies are around data.

Tech stack: Python, SQL, Tableau, git, dbt, Airflow, GCP, AWS & varied databases

URL: oscarvalles.com

EXPERIENCE

Austin, TX

Roles Incl: (Sr. Data Analyst → Business Intelligence Manager)

Data and Tech:

- Write Python & SQL code to create scalable data pipelines & processes
- Execute A/B Testing to measure effective of product change
- Insights Dashboards for Sales & Marketing (retention, CAC, LTV, etc ...)
- Design Tableau Dashboards reporting KPIs and providing insights
- Create team adoption of git and set standards for version control
- Tableau Server Admin setting organization and standards
- Use SQL extensively across cloud and on prem databases for
 - Data profiling, Data set development, Reporting, Root cause analysis and Ad Hoc requests

Business Impact:

- Develop anti fraud process preventing \$15k in weekly fraud losses
- Create bulk pricing dashboard yielding \$500k increased quarterly sales
- Team responsible for \$200MM of competitive pricing coverage
- Develop and Launch user acquisition models, optimize \$10MM spend
- Provide analytics to close largest deal (\$11MM)
- Managed marketing campaign analytics for Director & VP level clients

Leadership & Teamwork:

- Formed a high level performing team of 9 utilizing Agile
- Run Agile Sprint Planning
- Create team roadmap, manage backlog and stakeholder comms
- Design reports and dashboards for C Suite to IC audiences
- Data Steward providing context and insights to all users
- Work cross functionally with Eng & Product teams on business initiatives

EMPLOYERS

AdAction (2022 - 2024), The Home Depot (2019 - 2022), RetailMeNot (2018-2019), Spiceworks (2018 - 2019)

EDUCATION

University of Texas, El Paso – *B.S. Information Systems & Accounting*

Dean's List

Eco Club

HOBBIES

uDemy content creator: April 2020 - Present

YouTube content creator: <https://www.youtube.com/analystscorner>