Juan Pablo Perez Ochoa
Business Intelligence Analyst | SQL & Data Modeling | Power BI | BigQuery | Databricks

Career Summary

Business Intelligence Analyst with experience designing and delivering analytical solutions for marketing, commercial, and business teams. Skilled in SQL, Power BI, Google BigQuery, and Databricks, with hands-on experience building data models, developing dashboards, and transforming raw data into reliable reporting solutions. Experienced in auditing existing BI solutions, replicating business logic in modern cloud data platforms, and documenting semantic models to support data governance, scalability, and long-term maintainability.

Summary of Qualifications

Proficient In:

- SQL (CTEs, window functions, aggregations)
- Data Modeling (Star Schema, Semantic Layer Design)
- Power BI (DAX, Power Query, Performance Optimization)
- Google BigQuery
- BI Performance Optimization
- KPI Definition & Business Translation
- Stakeholder Communication & Documentation

Languages

- Spanish (native)
- English(Professional working Proficiency)

Career History

Publicis Groupe, Cali, Colombia (Remote) May 2026 – Present
Data Analyst
Projects: Samsung.

- Developed digital performance dashboards and SEO reporting solutions using Adobe Analytics and SEMrush data, and Looker Studio to support marketing optimization and campaign decision-making.
- Partnered with cross-functional stakeholders to translate business requirements into dashboards and analytical solutions, improving visibility into campaign performance and executive reporting.

Tools/Technologies: Adobe Analytics, Looker Studio, SEMrush, Excel, Copilot.

Globant GUT, Cali, Colombia (Remote) Sep. 2024 – May 2026
Data Analytics & Martech Analyst 2
Projects: Jet Smart, Grupo Éxito, Diageo , Essity.

- Designed and implemented advanced data models in Power BI, consolidating multiple data sources into unified semantic layers to support marketing and commercial performance analysis.
- Improved reporting adoption by 25% by enhancing KPI clarity and dashboard usability for cross-functional stakeholders.
- Automated reporting workflows, reducing manual data preparation efforts and increasing

reliability of weekly executive reporting.

Tools/Technologies: Power BI, Looker Studio, Google Analytics 4, BigQuery, Google Sheets, Apps Script.

Key Project: Postobón (Enterprise Data Migration Initiative) Dec. 2025 – Mar. 2026
Data Analytics & Martech Analyst 2

- Audited an existing Power BI solution relying on direct SAP ODBC connections, identifying performance and governance risks.
- Re-engineered KPI logic by replicating and validating business rules within Databricks after source migration.
- Developed structured views in Databricks (development environment) to support a scalable star schema model.
- Designed and implemented a new Power BI report connected to curated views instead of transactional SAP tables.
- Documented the semantic model architecture and view logic in the internal Wiki to ensure transparency, governance, and maintainability.

Tools/Technologies: Power BI, Databricks, SQL, Azure DevOps Wiki.

Procesalab SAS, Cali, Colombia Feb. 2023 – Sep. 2024
Business Intelligence Analyst
Projects: Essity, Novaventa, Grupo Éxito

- Developed KPI dashboards supporting marketing and commercial decision-making.
- Wrote optimized SQL queries to extract and transform datasets for reporting purposes.
- Designed intuitive Power BI dashboards to improve accessibility of business metrics.
- Collaborated with stakeholders to translate business requirements into structured analytical solutions.

Tools/Technologies: Power Query, SQL, DAX, Power BI.

Data operation Aug. 2022 – Jan. 2023
Projects: Essity, Novaventa, Grupo Éxito

- Created reusable BI dashboard prototypes and presented analytical concepts to stakeholders.

Tools/Technologies: Looker Studio (Google Data Studio), Miro.

Torre.co, Cali, Colombia Dec. 2021– Feb. 2022
Marketing intern

- Conducted market research and contributed to positioning strategies for B2B services.

Tools/Technologies: Notion

STF GROUP, Cali, Colombia Dec. 2017– Jun. 2018
Demand Practitioner

- Managed inventory reporting and demand forecasting using Excel.

Education

Universidad Libre, Cali, Colombia Feb. 2014 – Jul. 2019
Industrial Engineering