Antonio
Sosa

Sr. Business Intelligence Analyst and Developer

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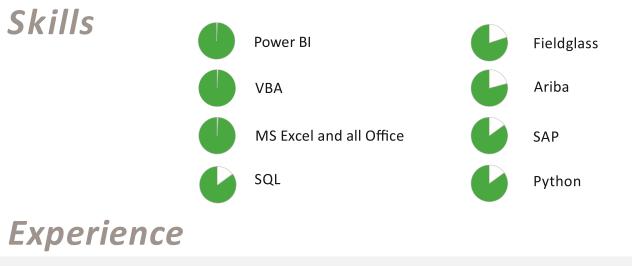in https://www.linkedin.com/in/antoniniwilson/

Detail-oriented and user experience focused Sr. Business Analyst with over 10 years of experience as a developer to deliver data-driven insights. Expert in developing meaningful interactive and engaging dashboards, using DAX for complex calculations.

Expert knowledge in Excel, VBA, Power BI, Python, ETL, data analytics, project management, report development, automation, and database maintenance.

Skills

Power BI

VBA

MS Excel and all Office

SQL

Fieldglass

Ariba

SAP

Python

Experience

Scotiabank

Business Analyst | Data Science (Contract)
Oct 2023 – Due July 2024

Developed new and upgraded existing Excel financial reporting in the Hammer Project, working closely with the PMO to facilitate transitioning between THOR and PeopleSoft systems, to improve processes and layouts for faster production by the use of SQL and VBA integration to accommodate new data sources and improve visualization on general ledger and reconciliation reporting.

Developed Python scripts to automate downloads of reports from web-based apps, using selenium, pandas and chromedriver.

Design of reference material and training sessions on VBA macros, customized to the department's specific VBA structures, concepts and best practices.

Risk Management and Finance training as per me@scotiabank learning resources.

35% VBA

30% SQL

25% Excel

10% Python

Freelance

Business Analyst | Developer
Oct 2022 – Oct 2023

Process improvement and training material of ad-hoc projects by the use of VBA macros, SQL scripts with the goal of maximize the use of existing applications and integration between systems and data sources. Elimination of manual tasks and data reconciliation, decreasing processing time more than 300%.

Redesigned existing Excel financial reporting and developed Power BI dashboards on sales and inventory, using DAX formulae to calculate KPIs, and VBA automation, to improve processes and layouts for faster, more comprehensible and flexible visualizations. Added python scripts to connect to databases and run SQL queries.

Developed new Excel – VBA reporting on inventory management to identify slow sellers, improving warehouse use and buying decisions.

50% VBA

25% Excel

10% Power BI

10% SQL

5% Python

Loblaw Companies Limited

Procurement Analyst (Contract)
Jan 2022 - Oct 2022

Developed Power BI dashboards for category management teams to follow up on contracts requests status and indicate actions to be taken, using Python and SQL to import extracts from Fieldglass and Ariba, along with DAX formulae to filter, join and format data. Maintenance and upgrade of existing dashboards.

Using ProcurementIQ, performed Market Research analysis and insights on supplier's assurance and liabilities, giving category management teams more negotiating power and vendor performance facts, resulting in lower costs derived from better negotiating information.

Produced instructional videos for Fieldglass users, decreasing error related and management for over 1,000 users.

Visit **www.sosa.tv/fieldglass.html** to learn more about this project.

30% Power BI

30% Fieldglass

25% Excel

15% Market Research

Ontario

Procurement Analyst – BI (Contract)
Feb 2021 - Aug 2021

Developed and maintained Power BI dashboards for a large number of Ontario Ministries to track down COVID-19 PPE (Personal Protective Equipment) orders, supply chain status and vendor performance. Clients were able to track down single orders and address the situation for a specific shipment immediately and with extreme accuracy.

80% Power BI

15% Excel

5% SharePoint

Power Query and DAX maintenance and KPI customization to fit the needs of specific users, as each Ministry required specific data to visualize.

Recommended and implemented VBA macros to detect and correct data discrepancies among sources, saving time when verifying results before publishing all dashboards on a daily basis.

Managed the data repository on SharePoint, granting access to specific users or groups with different clearance levels when requested.

Visit **www.sosa.tv/ontario.html** to learn more about this project.

HOLT RENFREW

Business Intelligence Analyst
Aug 2015 - Apr 2020

Reporting production using VBA, analytics and recommendations on planning, replenishment, inventory and receipts.

30% Excel

Proposal, development, deployment and maintenance of a new inventory replenishment process for the cosmetics department, reducing data input from a 2-hour manual process to less than a minute. Additionally implemented a new process to log replenishment requests, allowing planners to access the data and follow-up using a single master Excel file.

20% Access

20% SQL

20% SAP

Visit http://www.sosa.tv/ICF.html to learn more about this project.

10% Revit

Improved existing processes using VBA macros; Integrated Excel template reports to connect with AS/400 and Oracle database/extracts tables using VBA macros and SQL scripts.

Implemented a weekly SAP pricing integrity analysis, achieving 100% data integrity on promotional pricing among brick and mortar and e-commerce channel.

Designated by the PMO as the department's SAP Superuser-point of contact during systems migration, being the go-to person to answer all inquiries regarding the new system and also providing training as a super-user.

Implemented the use of the architectural design application AutoDesk Revit for an existing store square footage performance seasonal analysis, cutting down the processing time from months to a few weeks.

Visit http://www.sosa.tv/revit.html to learn more about this project.

Business Consultant (Contract)
Feb 2015 - Aug 2015

Visual Basic (VBA) custom programming.

Developed, deployed and maintained high-quality syndicated reports on market share for CPG companies, entirely based in VBA programming, .NET, batch files.

Proposed and developed reports and dashboards using Business Intelligence technologies such as Tableau and Microstrategy.

60% VBA

20% Excel

10% Microstrategy

10% Tableau

Strategy and Business Improvement Manager
Mar 2014 - Nov 2014

Proposed and developed Excel and Tableau analysis tools for buyers and planners.

Performed a Refrigeration Brand Matrix analysis of prices by category, brand, consumer demographics and competitors to identify top and bottom performers within regions, improving pricing competitiveness and improving inventory allocation.

Visit http://www.sosa.tv/fridges.html to learn more about this project.

Developed Tableau dashboards to provide buyers with insights on SKU performance on fast and slow sellers, to improve buying decision making and turnover by 15%.

40% Excel

20% Access

20% SQL

10% Tableau

Financial Analyst
Oct 2013 - Mar 2014

Developed and maintained Essbase API based Excel templates, using VBA macros, tracked financial KPIs such as direct margin, inventory turns, cycle time, and data analysis to identify opportunities for improvement.

Visit http://www.sosa.tv/MSCOMCTL.html to learn more about this project.

Essbase user creation and administration, assigning access level depending on work profiles.

40% Excel

40% Essbase

20% Microstrategy

SEARS

Marketing Coordinator
Feb 2013 - Oct 2013

Developed and redesigned Excel tools using VBA macros that significantly reduced pricing discrepancies at Point-Of-Sale level, by automating manual tasks and reconciliating data sources, reducing processing times from days or hours down to minutes.

Visit http://www.sosa.tv/pricing.html to learn more about this project.

60% Excel

20% Microstrategy

20% AS/400

Improved data feed processes in speed and accuracy for sign printing using VBA macros.

Visit http://www.sosa.tv/signing.html to learn more about this project.

CMRRA

Online Music Licensing Administrator
Oct 2009 - Feb 2013

Research, identification, and licensing of songs as per online stores requests, such as iTunes, Amazon.

Point of contact with music publishers. Gracenote Inc. lyrics project leader.

Proposal and implementation of AS/400 macros to automate manual data entry.

50% AS/400

30% Excel

20% Lotus Notes

Education

Antonio José de Sucre Institute of Technology
Bachelor's Degree in Marketing and Advertising.

Caracas, Venezuela.

Microstrategy Advanced Reporting Course.

Toronto, Canada

Awards

1 Sears WOW Award after development of a new Essbase Merch Credit Report.

5 Holt Renfrew WOW Awards after development of an inventory replenishment request tool.

4 Promax Awards while managing media projects for Sony Entertainment Television.

> **2007 PromaxBDA World Gold Awards. Silver Award.**
> Category: Cable Channels and Networks, Comedy Program Promotion. Title: Seinfeld+Scrubs Generic.
>
> **2007 PromaxBDA Latin America Awards. Bronze Award.**
> Category: Funniest Promo. Title: Desperate Housewives Generic.
>
> **2008 PromaxBDA Latin America Awards. Silver Award.**
> Category: On-Air Program Packaging Campaign (In House). Title: 2007 Grammy Awards.
>
> **2008 PromaxBDA Latin America Awards. Silver Award.**
> Category: Themed Campaign. Title: Burly Santa

1 Award at the **2008 National Advertisers Association of Venezuela Awards**. Bronze Award.
> Category: Best Christmas Ad. Title: Burly Santa