

ENRIQUE MERINO

Data Analyst | SQL · Python · Power BI · Azure · Databricks | Bilingual (native Spanish)

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PROFESSIONAL SUMMARY

Bilingual (native Spanish) Data Analyst experienced in data analysis, data mapping, and data modeling for Latin American stakeholders. Partners with SMEs to deliver data-driven solutions, from SQL on large multi-source datasets to Power BI dashboards and the analysis behind 20+ government contracts worth \$2M+ USD. Built a Databricks Lakehouse ETL pipeline on 700K+ records. Microsoft Certified: Azure Data Fundamentals; Master of Data Analytics, With Distinction.

SKILLS

Data & Cloud: SQL (PostgreSQL, MySQL), Python, R, Azure, Databricks (Lakehouse / Medallion), ETL & data pipelines, data warehousing

Analysis: Data discovery, exploratory data analysis (EDA), data mapping, data modeling, data quality & cleansing, statistical modeling, ML fundamentals

BI & Reporting: Power BI (DAX), Tableau, Advanced Excel, dashboard creation, executive reporting

Ways of Working: SME collaboration, data requirements, documentation, Agile/Scrum

PROFESSIONAL EXPERIENCE

Supervisor · Operations & Reporting

2025 – Present

Digital Attractions, Niagara Falls, ON

- Perform daily data analysis and reporting on sales, guest attendance, and labor costs, building end-of-day KPI reports that management uses to set staffing and schedules against daily targets.

Data Analytics Specialist & Project Lead

Jan 2019 – Aug 2024

TELREDSAT S.A.C., Lima, Peru

- Uncovered pricing and segment patterns through exploratory data analysis (EDA) and statistical analysis of procurement prices and competitor bids, shaping data-driven proposals that won 20+ government contracts worth \$2M+ USD.
- Mapped and standardized multi-source data (procurement, CRM, operations) across 10+ projects, using SQL to query, manipulate, and validate large datasets and catching anomalies before they reached executive reports.
- Partnered with SMEs in finance, operations, and procurement to translate business needs into data requirements, delivering data-driven solutions validated by business users.
- Designed SQL data models and ETL processes feeding Power BI (DAX) dashboards for procurement, CRM, and operational reporting, replacing manual executive reporting.
- Modeled revenue, costs, financing, and margin for multi-year tenders to guide go/no-go and pricing decisions.

SELECTED PROJECTS

Databricks Lakehouse Pipeline

Cloud data platform · Raw → Silver → Gold

Master of Data Analytics, University of Niagara Falls Canada

- Built an ETL data pipeline on Databricks ingesting and curating 700K+ Amazon reviews into layered datasets, then applied NLP sentiment analysis and a machine learning recommendation engine.

Capstone: COVID-19 Impact on U.S. Transit Ridership

Python · SQL

Master of Data Analytics, University of Niagara Falls Canada

- Applied advanced statistical techniques (panel-data econometric models, 48 states) to test structural breaks in ridership.

EDUCATION

Master of Data Analytics, With Distinction

Oct 2024 – Apr 2026

University of Niagara Falls Canada

- GPA 3.86; President's Academic Distinction List (4.0 term, Winter 2026); statistical modeling in R, SAS, and SPSS.

Bachelor's in Electronics Engineering — Universidad Nacional del Callao, Peru

PMP Specialization — Universidad Tecnológica del Perú

CERTIFICATIONS

Microsoft Certified: Azure Data Fundamentals (DP-900), ID 21D90536E97A13FE • IBM: ETL & Data Pipelines • IBM: Databases & SQL • University of Michigan: PostgreSQL • Google: Data Analytics