

# DANIEL GUERRERO

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8+ years of analytics experience working in multinational companies. Expert in generating actionable insights for decision-making using tools such as SAS, SQL, Oracle, Tableau, MicroStrategy, advanced Excel, Teradata, among others.

- Hands-on experience in data reporting by generating insights from advanced SQL queries in databases such as Teradata, Oracle 11g, SQL Server, MySQL, and MS Access. Experience in designing Dashboards Dossiers in Business Objects WEBI, MicroStrategy, and Tableau, as well as doing analysis using statistical tools such as WEKA, SAS, and SPSS
- Exceptional handling of MS Excel for analysis and reports, writing and troubleshooting Excel macros, and VBA coding for process automation
- Experience in drawing flowcharts in Microsoft Visio, tracking projects with Microsoft Project, and creating attractive presentations in PowerPoint to translate business needs
- Proficient in programming languages such as JAVA, Visual Basic, Python
- Hands-on in collaborative tools such as SharePoint, and Power Apps
- Excellent written and oral communication skills by supporting cross-functional teams at all organizational layers and collaborating with third parties.
- Demonstrated planning, prioritization, and execution skills with superior attention to detail
- Adept and agile problem-solver, detail-oriented, organized, extremely resilient, quick learner, with a mindset on process improvement, and always able to bring out-of-the-box thinking

## EDUCATION

<b>Graduate Certificate, Marketing Research &amp; Analytics</b> Centennial College, Canada	<b>2021</b>
<b>Master's Degree, Business Administration (MBA)</b> Externado University, Colombia	<b>2017</b>
<b>Bachelor's Degree, Systems Engineering</b> El Bosque University, Colombia	<b>2012</b>

## PROFESSIONAL EXPERIENCE

<b>Business Systems Analyst</b> <b>Phoenix Contact Canada</b>	<b>May 2021 – April 2025</b>
<ul style="list-style-type: none"><li>• Designed and implemented automation and reporting solutions using SQL, Python, PowerShell, VBA, Batch scripting, and MicroStrategy to optimize business processes such as sales order rescheduling and lead-time monitoring.</li><li>• Gathered requirements from stakeholders and translated them into technical solutions for dashboards, reports, and process automation aligned with company systems.</li></ul>	

- Developed operational tools in MS Access and MicroStrategy for inventory control and HR workflows, including a paperless cycle count app and employee onboarding manager.
- Led the migration from Business Objects to MicroStrategy, creating over 100 dashboards and 1,600+ schema objects (tables, views, relationships, triggers).
- Ensured data accuracy and compliance with security protocols, continuously validating inputs and outputs across connected systems.
- Built architecture documentation using Visio, Draw.io, and PowerPoint, including system diagrams, flowcharts, and swimlane flows; delivered end-user training and live sessions.
- Provided in-depth analysis and technical support to business units to facilitate insight generation and improve operational outcomes.

**Prepaid Marketing Professional**  
**Telefónica Movistar Colombia**

**May 2017 – Jun 2019**

- Defined and implemented data strategies and reporting structures (dashboards, cubes, KPIs) to support prepaid business decision-making.
- Created automated SQL and Excel reports to track usage, revenue, recharges, churn, and customer base performance.
- Monitored marketing campaigns and collaborated with the BI team to improve machine learning models for retention, upsell, and win-back efforts.
- Built and maintained interactive dashboards using MicroStrategy and Tableau to drive segment-level insights.
- Responded to business questions with data extractions and analytics, acting as a key liaison between the BI team and the prepaid segment.
- Facilitated data integration between the prepaid unit and corporate intelligence functions, promoting aligned data use across units.

**Planning and Pricing Professional**  
**Telefónica Movistar Colombia**

**Oct 2016 – Apr 2017**

- Defined pricing for commercial offers in the fixed and mobile segments by analyzing OPEX, CAPEX, regulatory constraints, and competitive market data.
- Conducted financial viability models (ROI, NPV, cash flow) to support product launches, network expansions, and strategic business cases.
- Developed tools in Excel VBA and SQL to automate profitability calculations and track pricing trends.
- Maintained financial models reflecting unit costs, customer behavior, and Colombian regulatory conditions.
- Built dashboards to monitor competitor pricing and revenue leakage, supporting tactical adjustments.
- Evaluated SME and enterprise deals, ensuring financial targets were met and escalating high-impact opportunities to senior leadership.
- Delivered timely analysis per SLA agreements with commercial and marketing areas for non-standard offer requests

**Senior Analyst – Promotions and Channel Development**  
**DIRECTV AT&T Group**

**Jan 2014 – Apr 2016**

- Acted as the main liaison between the postpaid business unit and the IT department to communicate technical needs and coordinate implementation of promotions and products.
- Collected and documented detailed technical requirements and use cases to support the development and deployment of new offerings and business initiatives.
- Completed BAUP (Business Analysis User Profile) documentation to formalize product and promotion requirements for development teams.

- Presented initiatives to the internal promotions subcommittee, offering technical insights and ensuring alignment with segment strategies and goals.
- Designed and managed test plans in collaboration with internal stakeholders to validate proper system behavior prior to deployment.
- Led the execution of technical testing and monitored end-to-end implementation through to production, ensuring reliability and quality standards.
- Drafted technical and commercial communications for internal use, supporting the rollout of promotions across sales and business channels.
- Generated performance reports to support sales and promotion tracking for decision-making by the acquisition management team.

## **ADDITIONAL TRAINING AND CERTIFICATIONS**

<b>MicroStrategy Architect</b> – MicroStrategy Education	<b>2025</b>
<b>Python Basics</b> - University of Michigan – Coursera Certificate	<b>2021</b>
<b>Programming for Everybody with Python</b> - University of Michigan – Coursera Certificate	<b>2021</b>
<b>SAS Enterprise Guide for Marketing Research and Analytics</b> -SAS Institute	<b>2020</b>
<b>ENVISION Software</b> -Environics Analytics and Centennial College	<b>2020</b>
<b>Cross-Cultural Coaching Course</b> - Toronto, ON Canada	<b>2020</b>
<b>International Requirements Engineering Board IREB Course</b>	<b>2016</b>
<b>Developing Innovative Ideas for New Companies</b> - Maryland University-Coursera Cert.	<b>2016</b>