Javier Mauricio Fierro Barreto

Business Analyst | Data Analyst | Continuous Improvement | Insights Deliver | Reporting | Sales Strategy
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Professional Summary

Trilingual Business & Data Analyst with 4+ years of experience in the customer service and IT industries, delivering actionable insights, identifying growth opportunities, and driving business improvements through data. Skilled in strategy development, data visualization, KPI design, and plan implementation to boost productivity and efficiency. Recognized for a strong work ethic, collaborative mindset, and team leadership, with a consistent focus on quality, research, and continuous improvement to create competitive advantages.

Skills

Technical: Advanced in Power BI, DAX, Salesforce, SFDC, Snowflake, SQLMS, ETL, MS Excel, MS Visio, ASANA, Power Analytical and Statistical Thinking, Strategies development, Intermediate Python 3.0, data science algorithms.
Methodologies: Agile, Lean Six Sigma, Waterfall, Business Process Modeling Notation (BPMN), DMAIC

Languages:

- English Bilingual Proficiency (CELPIP 9.5/12 Overall)
- French Advanced professional (TEF Canada NCLC 7/10)
- Spanish Native

Professional Experience

Kaseya Limited - Medellin, Colombia
Senior Sales Strategy and Operations Analyst   **January 2025 - Present**
B2B IT and Cybersecurity with +30 years of providing IT management, security, and backup for enterprises, ensuring high-quality and cost-effective solutions.
- Increased operational efficiency by 80% using data-driven analysis and time management optimization.
- Recommended insight into product performance to generate action plans and recommended cross-sales opportunities based on historical data and market behavior worldwide.
- Reduced by 70% time in reporting performance and data pipelines to generate real-time reports for C-level stakeholders.
- Coordination of sales experts in recommended strategies and action plans to increase 15% sales in backup products.
- Prepared informative tables in Snowflake to develop automated Power BI dashboards and calculate KPIs.
- Communicated insights and action plans to stakeholders in internal processes and sales strategies.
- Participated in different sales strategy brainstorming sessions to identify and communicate insights from statistical outcomes.

Sterasure INC- Kitchener, ON, Canada
Quality Assurance Analyst and Bottling Operator   **April 2023 - June 2024**
B2B Health cleansing manufacturing company with +10 years of developing high-quality and innovative products for different enterprises such as hospitals, gyms, and retailers.
- Increased operational efficiency by 80% using data-driven analysis and time management optimization.
- Led KPI development to improve productivity, velocity, and quality across production processes.
- Detected product and operational issues based on strict standards and client expectations.
- Prepared NCRs, proposed solutions, and presented improvements to the Operational Director.
- Managed production data structure and accuracy for ETL process and visualization performance in Power Query and Power BI.

Teleperformance - Bogota, Colombia
Senior Business Analyst – Data, Process and Continuous Improvement   **November 2021 - June 2022**
Teleperformance is a global digital business solutions company providing multichannel customer service. In 2023, it was ranked among the world's top five best workplaces and has a presence in more than 72 countries.
- Spearheaded the development of standardized documentation protocols for the Continuous Improvement (CI) department, implementing Lean Six Sigma techniques which reduced document duplication by 20% and improved data accuracy.
- Assessed quality assurance data from customer support staff, revealing significant technical shortcomings that led to a measurable improvement effort on addressing factors impacting average handle times by 10%.
- Developed root cause analysis (RCA) to identify process gaps and recommend solutions considering business process diagrams.
- Led data-driven initiatives to deliver actionable insights, utilized statistical analysis and Power BI to elicit requirements, develop clear solutions, and inform decision-making.
- Delivered expert-level training on solution implementation, serving as the Subject Matter Expert (SME) in statistical analysis, data accuracy, and system integrity.
- Developed process flow diagrams with Business Process Mapping Notation (BPMN) in MS Visio, to identify gaps and set initiatives to improve internal processes.

Teleperformance- Bogota, Colombia
Data Analyst – Business intelligence and reporting services   **October 2020 - November 2021**
Teleperformance is a global digital business solutions company providing multichannel customer service. In 2023, it was ranked among the world's top five best workplaces and has a presence in more than 72 countries.
- Spearheaded data management and visualization efforts, enhancing a global KPI reporting dashboard and driving a 25% rank improvement for South American operations worldwide.
- Applied Lean Six Sigma methodology to analyze customer service performance and optimize KPI development. Built real-time Power BI dashboards using SQL-based data to support decision-making.
- Performed advanced data analysis in Python (linear regression, logistic models, outlier detection) to monitor trends and assess customer service agents' performance, identifying critical data behaviors.
- Created and optimized SQL Server views and stored procedures to ensure efficient data flow, integrating seamlessly with Tableau and Power BI for real-time reporting.

Education

Fanshawe College - London, ON   **September 2022 – August 2023**
Postgraduate in Business Analysis
Key Courses: Business Intelligence, Project management, Agile and project management, Solution Analysis

EAN University - Bogotá, Colombia   **September 2020 - December 2020**
Diploma in Business Intelligence & Big Data
Key Courses: SQL for ETL process, Data cleaning and preparation in R and Python, Visualization (Power BI &Tableau).

Pontificia Universidad Javeriana – Bogotá, Colombia   **August 2014 - September 2018**
Bachelors in business administration (BBA)
Key Courses: Operational management, Statistics, Process improvement Management, Computer science for business

Certifications
- Entry level Certified in business Analysis (ECBA)   **January 2024 – Present**
- Machine learning A-Z R & Python for data science (Udemy)   **June 2024 - Present**

Volunteering

JA Central Ontario, Kitchener, Canada   **October 2023 – May 2024**
Junior Achievement Company Program Mentor
- Guide high school students through running their own company, from inception to liquidation, using real products, real dollars, and consumers.
- Supported volunteer recruitment efforts, adhered to volunteer commitments, led program sessions, supervised students, provided real-world perspective and contributed to program evaluation and feedback processes.