

Román Ariel Ripari

Data Analyst

CONTACT

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Based in Buenos Aires, Argentina.

EXPERIENCE

Jul. 2021 - Present

Senior Data Analyst

PGD LATAM

- Develop automated Excel reports using VBA and tools for data analysis in Excel
- Analysis and assessment of internal customer business needs
- Provide technical support on service tools
- Manage the professional development of the team, as Performance Manager
- Manage software development projects in Azure DevOps

Jun. 2019 - Jul. 2021

VBA - Alteryx Senior Analyst

EY

- Business Intelligent Team Leader
- Create interactive dashboards using Excel-VBA and Power BI
- Create applications for automate and analysis tasks using Excel-VBA
- Clean, transform, and combine data from multiple sources using Alteryx
- Analyze and generate reports with structured data from multiple sources.
- Create and maintain on a daily basis databases with SQL (SSMS).
- Manage Development Projects from planning to implementation.
- Provide training in Excel, VBA and Alteryx.

Sep. 2018 - Jun. 2019

Data Project Analyst

IPG Mediabrands

- Manipulate various data sources to analyze the state of business in multiple dimensions (sales, brand equity, interest search, competitiveness, visits to websites, social networks, advertising activity)
- Use data visualization tools (such as Power BI) to update dashboards and analyze large data sets to uncover media and business insights, identify what is working and what is not, and optimize media purchases and return on investment
- Monitor the quality of the input and output data in the visualization process
- Supervise the entire data process and coordinate with different stakeholders (clients, agencies, teams, suppliers, etc.) to ensure smooth operation and timely delivery of results.

Dec. 2011 - Apr. 2018

Senior Analyst

Nielsen

- Data Analysis / Business Intelligence
- Generate reports for different management levels for internal and external clients
- Use specialized software to read databases and perform information analysis
- Provide services to clients in Argentina and other Latin American countries
- Worked directly for companies such as Danone, The Coca Cola Company, Unilever, Pepsico, Clorox, Genomma, Procter & Gamble, Mead Johnson, Peñaflo, Mondelez, among others. Developed customized reports to meet the specific needs of each client
- In addition, carried out various internal reporting tasks, such as category consolidation to create "baskets" to measure the economic performance of different countries, and report generation for specific markets (wholesale sales)

EDUCATION

2020 - Present

Bachelor's Degree in Data Sciences

Universidad de Buenos Aires

2018 - 2019

Android App Development

Educación IT

2011 - 2014

Bachelor's Degree in Literature

Universidad de Buenos Aires

2011 - 2014

Pre-EHEA diploma, International Trade

Universidad Nacional de Quilmes

SKILLS

Alteryx	Big Data
VBA	Power BI
Python	Azure DevOps
SQL	Database
Excel	Git

LANGUAGES

English	Advanced
Spanish	Native

CERTIFICATIONS

[EF Standard English Test \(EF SET\)](#)

[\[PCEP-30-02\] PCEP – Certified Entry-Level Python Programmer](#)