

Oscar Gil Balaguer

Data Analyst / Analytics Engineer

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EXPERIENCE

Business Intelligence Analyst, Metrica Web

Oct 2022 – Jun 2023

Metrica Web is a specialized consultancy that leverages advanced web analytics and business intelligence tools to generate actionable insights. We specialize in creating ad hoc reports tailored for C-level executives and marketing teams, aiming to reduce bias in decision-making.

- Data Generation:
 - Implemented custom GA4 events tagging through GTM for advanced funnel analysis, enhancing data accuracy and marketing insights for +10 client firms.
- Infrastructure:
 - Designed Snowflake schemas to efficiently store structured and semi-structured GA4 data, leveraging its compute elasticity for concurrent Tableau queries during peak hours.
- Data Transformation:
 - Engineered dbt models for data pre-processing, enabling seamless integration with BI tools for downstream analytics, selected for its testing and documentation features to ensure data quality.
 - Developed CI dbt jobs for automating model validation on Git pull-requests, guaranteeing data integrity and adherence to business logic in in-house model development.
- Data Visualization:
 - Created +10 interactive, live Tableau dashboards for real-time data-driven decision-making by marketing teams and ad hoc reporting to C-level executives.

Data Analyst, Gloop (Lanzadera)

Oct 2021 – May 2022

I started collaborating with Gloop, a B2B edible cutlery startup being incubated in Spain's largest startup accelerator that sought to reduce one-time plastic use, to manage the CRM analytics and prototype their edible spoon.

- Data Analysis:
 - Designed and implemented an automated data ingestion pipeline from HubSpot to PostgreSQL on AWS EC2, improving CRM data analysis efficiency.
 - Identified key sales predictors through statistical analysis and built a predictive model with $R^2=0.71$, resulting in over 80% accuracy in sales forecasting within three months. This model enabled more accurate sales predictions and led to new venture backup opportunities.
- CRM Management:
 - Restructured sales processes based on model insights, increasing close rates by 22% and decreasing lead conversion time by 38% in six weeks.
- Product Design:
 - Directed efforts to create an eco-friendly, clean-label, cost-effective spoon using food industry by-products, aligning with food-tech evidence and regulatory standards.
 - Employed an iterative design strategy, collaborating with an industrial partner to achieve desired product properties within three months based on battery tests.

Customer Insights / UX Strategist, Metis Labs LLC

Nov 2018 – Aug 2021

After finding out scalability issues within the startup, I started working on a contractor basis externalizing customer insights for private clinics and coaching providers, given the expertise I had built in my previous position and my contact network.

- User Experience:
 - Conducted detailed analysis including behavior flow, funnel analysis, heatmaps, and A/B testing to guide UX strategy.
 - Utilized JASP statistics open-source package for hypothesis testing on A/B tests to confirm results.
 - Resolved vital user experience issues, improved Core Web Vitals, boosting site usability, and raising retention rates by an average quarterly 34% across 6 clients.
- Inbound Strategy:
 - Integrated customer insights with keyword analysis to develop tailored content strategies for distinct audiences, leading to a quarterly average organic reach increase of 24% for 6 clients.

Co-Founder & CEO, The Valhalla Community

Feb 2017 – Sep 2018

Evidence-based medicine (EBM) nutritional B2C startup assisting patients with auto-immune diseases and difficult to treat conditions by building tailored, actionable plans from the latest available PubMed scientific evidence.

- Patient Management:
 - Spearheaded research process, ensuring team access to the latest EBM data building a company-wide, catalogued Zotero reference library.
 - Facilitated the development of personalized, multi-stage health plans by integrating patient needs with EBM data, employing SMART goal strategies for targeted outcomes.
- Web Management:
 - Enhanced UX analyzing behaviour flow, funnel analysis and customer acquisition channels.
 - Automated revenue collection with Stripe and custom HTML billing templates.

Technical Writer, PowerExplosive

Jan 2016 – Mar 2019

Contributed to one of the most important lifestyle and sports science blog by the time, researching and crafting scientific dissemination articles for an estimated audience of +1M.

- Researched health topics and curated a Zotero library with over 500 references.
- Authored 11 scholarly articles, each extensively supported by RCTs, meta-analysis, and clinical reviews.
- Utilized JASP for hypothesis testing and inferential statistics analysis.

PROJECTS**Leadly, HubSpot OAuth flow integration** 

- Implemented a modular and scalable web application architecture using Flask Blueprints and the Application Factory pattern and managing dependencies with Poetry.
- Automated token refreshment with APScheduler, ensuring timely renewal of authentication tokens and continuous access to application resources.

SKILLS

Data Engineering (pipeline development, data modeling, containerization [Docker], cloud computing [AWS], RDBMS [PostgreSQL, SQLite], data warehousing [Snowflake], ELT [dbt], ETL [APIs], CI/continuous integration [dbt jobs])

Data Analysis (data mining, data cleaning [Pandas, RegEx], time-series, clustering, business intelligence/data visualization [Tableau])

Statistics (inferential statistics, predictive modeling, regression analysis, hypothesis testing, multivariate testing)

Collaboration (Slack, Scrum [Notion], cross-functional collaboration, non-technical stakeholder communication)

Programming (DevOps, Python, SQL, version control [Git])

COURSES

CS50x, Harvard [↗](#)

- Enhanced proficiency in fundamental Computer Science concepts including Data Structures, Algorithms, ETL (Extract, Transform, Load), and Object-Oriented Programming (OOP).
- Cultivated a strategic Analytical Thinking and Problem-Solving mindset, recognizing problem decomposition as a pivotal aspect of successful programming endeavors.

CS50 Python, Harvard [↗](#)

- Expanded on practical skills in File I/O, ETL, regular expressions, exception handling, and unit testing.

dbt Fundamentals v2, dbt Labs [↗](#)

- Gained proficiency developing and maintaining scalable and efficient ELT pipelines using version-control and testing industry best practices.
- Learned to develop continuous integration (CI) dbt jobs, facilitating automatic testing of data models to streamline operations.

Data Warehousing (UNI-ESS_DWW_101), Snowflake [↗](#)

- Acquired proficiency in Snowflake access control, cost management, data governance, and database management.
- Developed nested semi-structured data (JSON) ingestion skills from AWS S3 stage using native COPY INTO.

Tableau Advanced for Data Science, Udemy [↗](#)

- Enhanced efficiency in data handling with Groups, Sets and Dynamic Sets (which allowed me to build flexible, user-driven dashboards).
- Solidified LOD calculations, allowing for precise granularity control and analytics.
- Mastered dynamic data aggregation and deep insights through advanced Table Calculations.

EDUCATION

Bachelor of Science (NHyD), University of Valencia

Sep 2015 – Jun 2019

- Contributed as national Head of Scientific Committee at FEDNU:
 - Exposed me to reading RCTs, meta-analyses, and clinical reviews daily, teaching me about experimental design and research analysis.
 - Developed my inferential statistics skills.

Finance and Administration, ILERNA

Oct 2020 – Jun 2022

- Developed a strong reporting foundation and learned to communicate with C-level suite.
- Acquired skills to accurately interpret and build the 3 financial statements.