



Darlene HERNANDEZ LOZANO

Senior Data Analyst | Product Analytics & BI

Authorized to work in France

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PROFILE

Senior Data Analyst with **15 years of experience** delivering **strategic insights** and **data-driven solutions** that improve user experience, operational efficiency, and business performance. Expertise in **SQL, Python, Tableau**, and **dbt** to design complex analyses, build reliable pipelines, and empower Operations, Product, and Business teams with actionable recommendations. Proven ability to drive **data culture**, improve **data quality**, and **automate analytical processes** in fast-paced, cross-functional environments.

WORK EXPERIENCE

Senior Data Analyst Consultant | Analytics Solutions

Freelance | Paris, France | Feb 2025 - To date

- Delivered **product analytics and data visualization** consulting for international clients (Retail, ESG, Real Estate, Gaming) — data quality assessments, analytical automation, and **KPI reliability**.
- Designed and maintained **ELT pipelines** and **data models** using **dbt** and advanced SQL, ensuring continuity and reliability of business reporting.
- Built **Tableau and Power BI** dashboards to monitor business and product KPIs, enabling **data-driven decisions** for operational and management teams.
- **Evaluated** and **improved** the quality of **AI-generated analytical outputs** by applying structured scoring frameworks and strict business standards.

Tech stack: Tableau, Power BI, dbt, advanced SQL, Snowflake, PostgreSQL, Apache Airflow, Git, Azure Data (Factory, Databricks), Python.

Senior Data and Business Analyst

Analytics Intell | Paris, France & Los Angeles, USA | Jul 2019 - Jan 2025

- Led **analytical delivery in Agile** for an international, multi-sector data team (Finance, Gaming, Retail, Banking), as the interface between **Product, Business, and Engineering** — ensuring data quality, adoption, and on-time delivery.
- Designed **scalable analytics platforms** with **validation frameworks** and **KPI standardization**, strengthening data governance and trust across key business domains.
- Architected **ETL/ELT pipelines and SQL data models** with dbt and Git versioning on AWS and Azure — delivering reliable, traceable, and scalable reporting.
- Analyzed **user behavior and product adoption** KPIs to surface actionable insights and drive business prioritization.
- **Integrated** a native **AI assistant and chatbot** enabling users to query data in natural language.

Impact: **-50% processing time** (optimized SQL pipelines); **Gaming analytics platform** became one of the company's **most adopted solutions**, driving strong client adoption across 3+ business domains.

Tech stack: Tableau, MicroStrategy, dbt, advanced SQL, Snowflake, SQL Server, PostgreSQL, Git, AWS (S3, Glue), Azure (Data Factory, Databricks), Python.

Business Intelligence Consultant

HITactics | Los Angeles, USA | Oct 2012 - May 2019

- Designed and deployed **end-to-end BI solutions** for 10+ international clients (Retail, Healthcare, Restaurant Chains, Supply Chain, Luxury) — integrating multi-source data into **scalable, governed reporting platforms** adopted by Sales, Marketing, Finance, and Operations teams.
- Partnered with business and technical stakeholders to translate requirements into **validated data models and dashboards**, ensuring reliability, consistency, and long-term adoption.
- Acted as the interface between technical and business teams — driving **validation, process documentation**, and continuous improvement.
- Leveraged AWS and Azure cloud environments for data consolidation and transformation across client organizations.

Impact: **~30% improvement** in **reporting reliability** and significant **reduction** in recurring **incidents**.

Tech stack: Tableau, MicroStrategy, Qlik, advanced SQL, SQL Server, Oracle, PostgreSQL, AWS, Azure.

Project Management & Business Intelligence Specialist

General Motors | Mexico City, Mexico | Mar 2012 – Sep 2012

- **Managed** the **MicroStrategy** (Oracle) **platform** and **data quality** operations for Sales & Marketing teams.
- Coordinated the launch of the company's **first mobile MicroStrategy reporting system**, overseeing technical integration, testing, and deployment.

Professional Services Consultant – MicroStrategy

MicroStrategy | Mexico City, Mexico | Jul 2010 – Feb 2012

- Delivered **BI implementations** using MicroStrategy — developed **dashboards, validated data**, and improved **ETL reliability** across multi-database environments (SQL Server, Oracle).
- Led user **training sessions** to drive adoption and team autonomy.

Business Intelligence & ERP Management

Giesecke & Devrient | Mexico City, Mexico | Jun 2008 – Jun 2010

- Led the company's **first BI project**, migrating from Excel/Crystal Reports to automated **MicroStrategy dashboards** with SQL Server ETL pipelines — full documentation and end-user training.

EDUCATION

Master 2 - MSc Business Analysis & Consulting

IESEG School of Management | Paris, France | 2020 - 2022

Bac+5 - B.S. in Computer Science and Technology

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) | Puebla, Mexico | 2003 - 2008

Computer Technician

Universidad Popular Autónoma del Estado de Puebla (UPAEP) | Puebla, Mexico | 2002 - 2003

CORE SKILLS

Analytics, Data & Product

Product analytics · Strategic insight generation · User behavior analysis · KPI design and standardization · Data quality and validation · Actionable recommendations · Analytical automation and AI use cases

Data Leadership & Governance

Data governance · Agile analytical delivery · Cross-functional leadership · Executive, Product, and Business stakeholder alignment · Change management · Data culture

Technologies & Data Stack

Analysis & Visualization: Tableau · Power BI · MicroStrategy · Qlik

Platforms & Engineering: Advanced SQL · dbt · Python · Apache Airflow · Git · Snowflake · SQL Server · PostgreSQL · Oracle · AWS (S3, Glue) · Azure (Data Factory, Databricks)

LANGUAGES

- **Spanish:** Native
- **English:** Fluent (C2)
- **French:** Advanced (B2)

CERTIFICATIONS

- **Power BI Desktop & Data Modeling** - SCAP Paris (Oct 2025 - Feb 2026)
- **dbt - Data Build Tool** for Data Analysts - dbt Labs (2026)
- **Snowflake** - Snowflake Academia (2024)
- **Tableau** - The Tableau eLearning Program (2023)
- **Advanced MS Excel** : Spreadsheet Modelling course - IESEG School of Management, Paris, France (2021)
- **Python** - Le Wagon course (2021)
- **Qlik Developer** - Qlik Learning on-line course (2014)
- **Agile Development and Project Management** (2012)
- **MicroStrategy Certified** (2009 - 2011)

INTERESTS

- **Community:** Cultural Coordinator, EXATEC France (ITESM alumni network).
- **Sport:** Football, running, and international endurance events.
- **Culture:** Active participation in music workshops and cultural events.