

JUAN STEBAN PARRADO SALINAS

Senior Business Intelligence Analyst

Bogota D.C., Colombia | +57 319 516 8859 | juanesparrado@gmail.com

LinkedIn: linkedin.com/in/juan-steban-parrado-salinas-bi

PROFESSIONAL SUMMARY

Professional in Finance and International Trade with nearly 5 years of experience in data and Business Intelligence across multiple industries. Specialist in SQL database development across multiple engines (SQL Server, MySQL, PostgreSQL, Snowflake), ETL automation in Python, and executive reporting in Power BI and Tableau. Proven track record building data foundations that drive business decisions, including dashboards used by boards of directors for monthly closings, AI agents that autonomously resolve customer inquiries, and centralized databases consolidating critical operational information. Quadrilingual professional (Spanish, English, French, Portuguese) with strong analytical, communication, and process improvement skills.

CORE TECHNICAL SKILLS

Databases & Warehouses: SQL Server, MySQL, PostgreSQL, Snowflake, T-SQL, Data Modeling, Data Quality

BI & Visualization: Power BI, Tableau, DAX, Power Query, M Language, Excel (Advanced)

Programming & Automation: Python (Pandas, NumPy), R, ETL Pipelines, REST APIs, Git, GitHub

AI & Machine Learning: GeneXus Enterprise AI, Supervised Machine Learning (Regression), AI Agents

Business & Soft Skills: Data-Driven Decision Making, Stakeholder Management, Process Improvement, Finance, KPI Design

Languages: Spanish (Native), English (C1), French (B2), Portuguese (B2)

PROFESSIONAL EXPERIENCE

Senior Business Intelligence Analyst | IMPORTA GROUP

Colombia

December 2025 – Present

Key Functions:

- Develop and maintain the analytical layer of the Snowflake data warehouse, building staging, intermediate, and marts layers, and exposing curated datasets to Power BI and Tableau across development, QA, and production environments.
- Define and operationalize data quality checks, reconciliation rules, and lineage documentation between source systems and the warehouse, covering both technical integrity and business logic.
- Design and maintain reusable ingestion and reporting pipelines in Python, automating recurring workflows for analytics and finance teams and standardizing onboarding for new data sources.

Key Achievements:

- Optimized critical Snowflake models** by refactoring transformations and right-sizing warehouse configurations, reducing average dashboard refresh time from ~9 minutes to under 2 minutes and cutting monthly Snowflake credit consumption by approximately 18%.
- Led the end-to-end implementation** of all dashboards and SQL databases for the insurance area, covering the full transportation policies portfolio used by underwriting and operations teams.
- Onboarded approximately 25%** of the company's analytical data sources into the Snowflake warehouse, consolidating CRM and operational systems into a unified source of truth leveraged by finance, commercial, and operations teams.

Business Intelligence Analyst | Globant

Bogota, Colombia

October 2024 – December 2025

Key Functions:

- Developed reports and dashboards using SQL queries and Power BI, working across development, testing, and production environments to ensure data accuracy and reliability.
- Built and maintained the department's AI agent using GeneXus Enterprise AI, with REST API integrations for complementary processes and end-to-end automation.
- Automated ETL workflows and report generation using Python scripts, accelerating the department's operational cadence and reducing manual workload.

Key Achievements:

- Developed the company's year-end adherence report** for the 2024 close, including detailed segmentation by client and POD; the report became the primary source for external information requests and for calculating performance bonuses for project managers.

- **Designed and implemented an AI bot** that handles area inquiries, reducing by nearly half the number of questions requiring human intervention; the latest quality test showed 73% accurate answers, 8% partial answers, and a 9% error rate.
- **Optimized the SQL query** used to validate and feed the area's main database, simplifying data issue detection and reducing query execution time by 4 minutes.

Business Intelligence Developer | Finanzauto

Colombia

December 2022 – October 2024

Key Functions:

- Automated ETL (Extract, Transform, and Load) processes using Python and SQL programming, including building SQL databases and views used to address business inquiries promptly.
- Developed Power BI dashboards with information on capital balances, overdue balances, collection values, disbursements, and collection goal attainment.
- Fulfilled data requests from external entities and internal stakeholders, delivering key information for strategic decision-making across collections and finance areas.

Key Achievements:

- **Designed the SQL databases and built the Power BI dashboard** used by the company's board of directors for monthly closings, consolidating refinancing, restructuring, and relief program data segmented by credit type, branch, and credit risk.
- **Built a near real-time collections dashboard** with credit allocation, normalization targets, and payment goals, refreshed every 5 minutes through an API and used to track daily performance across the entire portfolio management area.
- **Achieved 96% average compliance** on more than 300 assigned deliverables during 2023, sustaining one of the highest performance ratings in the department.

Data Analyst | Lean Solutions Group

Colombia

February 2022 – December 2022

Key Functions:

- Extracted, processed, and analyzed productivity and profitability data from sales, data entry, customer service, and track-and-trace operations.
- Built KPI dashboards and reports in Power BI for clients and managers, supporting process improvement and performance measurement initiatives.

Key Achievements:

- **Created a workload measurement tool** in time units that enabled team leaders to redistribute tasks, leading the client to hire 3 additional workers and promote a team member into a leadership role.
- **Selected to manage the data and measurement structure** of one of the company's VIP accounts, employing more than 200 people.
- **Achieved 93%+ in the most recent internal audit** and 114% on the highest-value bonus target (40 points vs. 35 required) for assigned accounts.

EDUCATION

Professional in Finance and International Trade

Universidad de La Salle

January 2015 – February 2020

Diploma in Artificial Intelligence Applied to Business

Universidad de La Sabana

May 2023 – August 2023

Diploma in Programming with Python

Universidad Tecnologica de Pereira

February 2022 – July 2022

CERTIFICATIONS & RECOGNITION

- Artificial Intelligence for Business Leaders
- IBM Machine Learning - Certification
- Specialist in Microsoft Excel professional
- Getting Started with Git and GitHub
- Claude Code in Action - Certification
- Scotiabank Data Analytics Program (2021–2022): Selected among 24 employees out of 800 applicants; completed 26 internal data analysis courses.