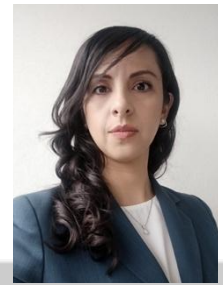


LAURA SÁNCHEZ BAUTISTA

DATA BUSINESS ANALYST



+5 year's experience as Business Data Analyst developing tools to transform data-driven into decision-make. BI, Data Analytics and Analytics Engineering in combination with solid experience as a Sales Manager with +10 year's experience in retail and e-commerce into multinational companies.

Visualization of scorecards, dashboard and development of indicator co-related as profit-sales-e-commerce-investment. Strategic Business Planning and forecasting models implementation on sales, revenue and replenishment.

Professional Experience

Moving to Berlin, Germany

Apr 2025 - Today

- A2, B1, B2 Deutsch Kurs; Integrationskurs; Bewerbungstraining.
- Professional Development Courses: Python- Dash; TensorFlow and PyTorch.

"AVN"

Strategic Management Office Leader (SMO), Mexico City

Jul 2022- Mar 2025

Development of the SMO, to build the performance measures of the company strategy and actions plan, into visual tools, dashboards and scorecards.

Achievements

- Development of the tool "Analyzer" that visualizes sales/ profit/ logistic indicators. Follow up of the variants in cluster region, category and e-commerce indicators.
- Development of the Amazon Central Seller data-warehouse.
- Improvement of the sales process: margin-revenue follow-up, cluster segmentation analysis, forecast vs. reality, and logistics KPIs.
- Mentoring the sales team (4 managers) in data culture and tracking the Master Scorecard

"Sherwin William" Company

Strategic Data and Sales Leader, Mexico City

Sep 2021 - May 2022

Process data requirements and translate on visualization tools. Data Product process: Design, data modeling, maintenance, and stewardship of key data layers and metrics

Achievements:

- Development and implementation "product-client-sales-contribution margin" tool.
- Data integration with advertising platforms (SQLServer)

"Inteligencia Comercial y de Mercados" Company

Strategic Sales Manager Retail, Mexico City

Jul 2018 - Aug 2021

Negotiation and follow "WalMart" Joint Business Plan, Forecast Replenishment Supervisor, strategic thinking supported by scorecard and dashboard tools; planning reports and tactic execution. Manager internal sales process to support selling activities (Forecast, Distribution, Merchandising, Tracking Sales). Industry Benchmarking, and P&L and Cost-Benefit Budget.

Achievements:

- Implementations: Category Management, Sales Admin, Business Plan and Dashboard.
- Catalogue full new brand portfolio (+50 % items)
- Growth Sales +7%, +20%, -27% (2018, 2019, 2020)
- International Brand representation (2 brands, 25 products, 2 countries)

"Mattel de México" Company

American toy manufacturing company / Mexico City

Sales and Operation Manager "Mattel's Stores"

Aug 2015 - Jan 2018

Develop Commercial Strategy Mattel Stores: MARGIN AND PRODUCT MIX STRATEGY. Implementation of KPI's and corporate tracking process. Internal Mattel Negotiation: Sales Admin process, PRE-SEASON & IN-SEASON, corporate allocation, forecast and replenishment.

OMNICANAL/ ECOMMERCE: Mattel Stores transition to e-commerce; Pilot Project Ecommerce Corporate Store April 2017

Achievements General Position:

- Growth Sales +26%, +6%, 2016 and 2017 and Profit objective 35%
- Improvement of internal controls (cost's recovery and -12% inventory lost reduction).
- Achievement OMNICANAL: Growth 2% Sales 2017-2016 internal Toy Store; Reduce 35% transportation cost and 2% growth sales.

PREVIOUS EXPERIENCES: Business Intelligence, KAE, Category Manager, Data Analyst at **Levi Strauss & Co.**(American companies), **Bridgestone Co.** (Japanese), and **Unilever PLC.** (Dutch).

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<https://laurasanzb.dev/>

EDUCATION

Diploma Business

Intelligence;

2014-2015

Instituto Tecnológico
Autónomo de México.

**Bachelor Degree on
Business Administration**

2001- 2006

MAGNA CUM LAUDE,
Universidad de las
Américas, México.

EXPERTISE

- Development Business Performance tools
- Forecast models
- E-commerce and retail
- Data Culture coaching

KEY SKILLS

- **Data:** SQL (SQLServer and MySQL), Power BI (Dash), Tableau,Python, (Pandas), GitHub, dbt.
- **Technicals:** Microsoft Office Suite Google Suite ERP (SAP, ORACLE)
- **Personal skill:**
 - Analytical and strategic thinking.
 - Oriented to results.
 - Fast adaptability and problem solving.
 - Work ethic.
- **Language:**
 - Spanish (Native)
 - English (Fluent)
 - German (Proficient)

HOBBYS

Hockey, (Worlds 2010)
Leather Crafting