Álvaro Domingo Cordón

Junior Data Analyst · SQL · Python · Power BI

Cádiz & Seville, Spain · Remote or hybrid · 642 783 118 · alvarodc093@gmail.com
linkedin.com/in/alvaro-domingo · github.com/alvarodc093-pixel · Portfolio with every project and live demos: alvarodc093-pixel.github.io/alvarodc093.github.io

SUMMARY

Junior Data Analyst trained at Upgrade Hub. I turn data into business decisions with SQL, Python and Power BI: window-function analysis, DAX dashboards, A/B testing and customer segmentation. All my projects use real data, are covered by tests and are reproducible. I come from the digital dental sector (CAD/CAM), which taught me precision, quality control and client focus.

SKILLS

SQL: CTEs, window functions, cohorts, data quality checks · DuckDB, SQLite, dbt
Python: Pandas, NumPy, SciPy, statsmodels, scikit-learn, Matplotlib, Plotly, Streamlit
Business Intelligence: Power BI (star schema, DAX, Power Query), Excel, Microsoft Fabric
Statistics: A/B testing, confidence intervals, bootstrap, Bayesian analysis, logistic regression, CLV
Engineering practices: Git and GitHub, GitHub Actions (CI), pytest, REST APIs, ETL, LLMs and RAG
Languages: Spanish (native), English (native)

PROJECTS

Steam Launch Radar — capstone project — Python · scikit-learn · Power BI · RAG
github.com/alvarodc093-pixel/steam-launch-radar

- From raw data to a production web app: predicts a game's 30-day reviews from its first 3, 7 or 14 days; 3,019 real launches and time-based validation.
- When it flags a launch as "below" on day 7, it is right 95 % of the time. Includes a RAG assistant that cites its sources and a Power BI dashboard.

Olist in SQL — real e-commerce analysis — SQL · DuckDB
github.com/alvarodc093-pixel/Olist-SQL-Analysis

- 11 queries on 97,905 orders: cohorts, repeat purchases, category Pareto, logistics and sellers; 13 data quality checks and 20 tests.
- Findings: only 3 % of customers buy again, and deliveries over 7 days late drop the average score from 4.3 to 1.7.

Contoso Retail — sales dashboard — Power BI · DAX · Power Query
github.com/alvarodc093-pixel/Contoso-Retail-PowerBI

- 5-page report on 224,000 sales: star schema and 28 DAX measures (prior year, YTD, budget, new customers).
- DAX measures validated against SQL for all 10 years. 2025: sales −7.5 % and 85.7 % of budget.

RFM segmentation and customer lifetime value — Python · Pandas · SciPy
github.com/alvarodc093-pixel/Customer-Segmentation-RFM

- 10 actionable segments for 5,852 customers; BG/NBD and Gamma-Gamma models implemented from scratch.
- Validated on 6 unseen months: purchases within 2 %; the predicted top 20 % captures 73 % of real spend.

A/B test of an ad campaign — Python · SciPy · statsmodels
github.com/alvarodc093-pixel/Marketing-AB-Test

- 588,101 users: +43 % conversion (95 % CI +30 % to +58 %) with z-test, bootstrap and Bayesian analysis; adjusted for group imbalance with logistic regression.
- Only 30 % of purchases are incremental and the effect appears from 25 impressions; break-even CPM calculated.

EXPERIENCE

Data Analyst (training project) · ESTADRIN SEGUR SL · Upgrade Hub · Rota — 2026 — present

- SQL queries (JOINs, aggregations and subqueries) and data cleaning in Python to prepare information.
- Power BI dashboards to track KPIs, exploratory analysis and reports to support decisions.

CAD/CAM Designer · Dental sector · Seville — May 2022 — Nov 2022

- Digital workflow for clinic orders in Exocad: design, preparation for milling and 3D printing, and quality control.

Dental Laboratory Technician · Digital Dental Box · El Puerto de Santa María — Sep 2020 — May 2022

- Manufactured dental prostheses through every stage to strict precision and quality standards.

Dental Hygienist · Clínica Dental Bahía · Cádiz — Dec 2014 — Jul 2015

EDUCATION

Data Analyst & AI Bootcamp · Upgrade Hub — May 2026 — Oct 2026
Python, SQL, Power BI, Microsoft Fabric, Streamlit, EDA, data storytelling, LLMs and RAG.

Higher Technician in Dental Prosthetics · Escuela Esprohident — 2018 — 2020

Higher Technician in Oral Hygiene · Cesur — 2013 — 2014