

CARLO MENORO

Senior Data Analyst | Business Intelligence & Analytics

Business Intelligence | Power BI | SQL | Python | Power Platform | AI-Assisted Automation

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EXECUTIVE PROFILE

Senior Business Intelligence Analyst with 5+ years of experience delivering executive reporting, dashboard development, data quality, and data governance across healthcare, finance, CRM, and enterprise analytics environments. DataCamp Certified Data Analyst and SQL Associate, with practical, hands-on capability in SQL, data analysis, reporting, and analytical problem-solving — backed by Power BI solutions that turn operational data into decision-ready reporting, with Python and the Microsoft Power Platform supporting automation and workflow improvements as needed.

5+ YEARS

Analytics & data quality

DATA QUALITY

Analytics & governance

C-SUITE

Reporting exposure

CORE EXPERTISE

Analytics Engineering	Data Pipeline Design	ETL Concepts	Data Modeling
Semantic Modeling	Business Intelligence Architecture	Dashboard Architecture	Solution Design
Workflow Automation	AI-assisted Automation	Power Query	DAX
Business Intelligence	Enterprise Reporting	Enterprise Analytics	Executive Dashboards
Executive KPI Design	KPI Monitoring	Data Governance	Data Validation
Reporting Automation	Commercial Analytics	Financial Reporting	Operational Reporting
Data Visualization	Root-Cause Analysis	Process Improvement	Stakeholder Management
Team Leadership			

PROFESSIONAL EXPERIENCE

Senior Data Analyst May 2024 – Jul 2026

Vector Outsourcing Solutions Philippines Inc.

- Engineered daily, weekly, and monthly KPI reporting in Power BI and Excel, with DAX-based measures, that improved consistency and enabled faster operational decisions.
- Used Python and Google Apps Script to automate recurring reporting and reduce manual consolidation across Excel and Google Workspace workflows, shortening turnaround time and limiting processing error.
- Applied SQL-based analysis to convert medical-billing, insurance, and accounts-receivable data into financial and operational reporting for management planning.
- Partnered with QA and operations leaders to validate performance data, identify trends, and drive process improvements.

TECHNOLOGIES *Power BI • DAX • SQL • Python • Excel • Google Apps Script • Google Workspace*

Business Analyst | Feb 2023 – Apr 2024

JACCS Finance Philippines Corp.

- Analyzed financial and industry KPIs using SQL-based queries and Excel models to surface trends and support revenue-oriented business propositions.

- Built supporting Power BI dashboards and reporting views used to advise C-suite leaders through executive reports, competitive research, and strategic presentation decks.
- Used Python for lightweight data preparation and analysis where it sped up recurring reporting tasks.
- Standardized cross-department data collection by coordinating stakeholders around shared business goals and reporting requirements.

TECHNOLOGIES [Power BI](#) · [SQL](#) · [Python](#) · [Excel](#) · [Financial Analytics](#) · [Process Improvement](#)

AI Data Quality Specialist | Apr 2021 – Feb 2023

Appen

- Evaluated AI training datasets, metadata quality, and search relevance across multiple AI programs using SQL-based queries and Python-assisted validation scripts, ensuring dataset integrity and consistent operational quality.
- Performed structured data validation, metadata auditing, and quality assurance using established evaluation frameworks, translating findings into Excel and Google Sheets quality reports and improvement recommendations for program stakeholders.
- Analyzed quality trends, identified recurring issues, and collaborated with cross-functional stakeholders using Google Workspace to improve annotation consistency and operational efficiency.
- Supported data governance initiatives through root-cause analysis and continuous process improvement — early groundwork for the data-quality and BI work that followed.

TECHNOLOGIES [SQL](#) · [Python](#) · [Excel](#) · [Google Workspace](#) · [AI Data Quality](#)

FEATURED ENTERPRISE PROJECTS

Enterprise Sales Intelligence Platform (ESIP)

Designed a modular, configuration-driven enterprise sales & operations dataset platform — a Python-generated Kimball star schema modeling a \$350M B2B manufacturer — with data-validation rules and a full Power BI reporting layer (ETL, data modeling, DAX, executive dashboards) for large-scale operational reporting.

[Python](#) · [Power BI](#) · [Data Validation](#) · [Configuration-driven Architecture](#) · [Enterprise Reporting](#) · [Dashboard Design](#)

Executive Sales Performance Dashboard

Interactive Power BI dashboard for sales, profitability, product, and regional performance — built with Power Query ETL, a custom DAX measure library, executive KPI cards, slicers, and drill-through views for regional and product-level analysis.

[Power BI](#) · [Power Query](#) · [DAX](#) · [Executive KPIs](#) · [Interactive Dashboards](#) · [Drill-through](#) · [Regional Analysis](#)

AI-Assisted Product Information Management Platform

Designed the solution architecture, data model, AI-pipeline, and governance framework for an AI-assisted Product Information Management (PIM) concept — automating supplier product identification, metadata extraction, and Shopify listing workflows with human-in-the-loop review and full audit history. Solution-design phase complete; prototype build planned next.

[AI-assisted Workflow Design](#) · [Solution Architecture](#) · [Google Drive Integration](#) · [Shopify Integration Design](#) · [Data Governance](#) · [System Design](#)

Commercial Analytics Dashboard

Executive dashboard analyzing revenue, gross profit, net profit, promotions, channels, products, and country performance.

[Python](#) · [Pandas](#) · [Plotly](#) · [Streamlit](#) · [Executive Reporting](#) · [Business Insights](#)

TECHNOLOGY STACK

AUTOMATION & SYSTEMS [Automation](#) · [Apps Script](#) · [Configuration-driven Systems](#) · [AI-assisted Development](#) · [Salesforce](#)

DATA & ANALYTICS [SQL](#) · [PostgreSQL](#) · [Python](#) · [Pandas](#) · [NumPy](#) · [Excel](#) · [Google Sheets](#)

BUSINESS INTELLIGENCE [Power BI](#) · [Power Query](#) · [DAX](#) · [Dashboard Design](#) · [Semantic Models](#) · [Data Modeling](#) · [Executive Reporting](#)

TOOLS & COLLABORATION [Git](#) · [GitHub](#) · [VS Code](#) · [Jira](#)

EDUCATION

Bachelor of Science in Entrepreneurship

NBS College, Quezon City · 2018–2022

Magna Cum Laude · Pioneer Valedictorian · CGPA 3.80

Former President and Event Management Chairman, Student Entrepreneurs' Society

PROFESSIONAL DEVELOPMENT

COMPLETED CERTIFICATIONS

DataCamp Certified Data Analyst — Aug 2026

DataCamp SQL Associate — Aug 2026

IBM Business Intelligence (BI) Essentials — Jul 2026

Data Engineering Philippines Scholar — 2025

IN PROGRESS

Google Advanced Data Analytics Professional Certificate

PROFESSIONAL DEVELOPMENT

Enterprise BI Platform Development

Advanced Power BI Development

Enterprise Analytics Engineering

AI Solution Architecture

Python Automation Projects