FERNANDO AMAYA

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fernandoanalytics.com/ | Data Analytics Portfolio

SKILLS

Excel (Advanced), VBA, SQL, Power Query, Python, Power BI, Tableau, Data Visualization, Pandas, Business Analysis & Data Analysis, Dashboard & KPI Development, Sales & Customer Metrics Analysis, ETL Concepts, Data Transformation, Process Improvement & Operational Efficiency, SharePoint, Cross-Functional Communication

EDUCATION

Campbellsville University   **August 2022 - August 2024**
Master's, Computer Science   *GPA: 3.9*

Lindenwood University   **January 2018 - December 2021**
Bachelor's, Business   *GPA: 3.89*

PROFESSIONAL EXPERIENCE

KeHE Distributors   **Arlington, TX, USA**
Account Analyst   *October 2024 - Present*
- Automated store audit analytics using VBA, Power Query, SQL-style logic and Power BI-ready datasets, increasing audit throughput and driving a 58% reduction in average lost sales per store in three months ($1,982 $\rightarrow$ $825), with sustained improvement to $590 per store by late 2025, representing a ~72% reduction versus prior-year P9 levels across a 144-store portfolio.
- Translated audit and sales insights into concrete follow-up actions by collaborating with account managers, merchandising, and operations teams to resolve out-of-stock issues and coordinate product replenishment, recovering $133K in confirmed sales year-to-date (P1–P7), representing ~74% of $180K in identified lost sales, aligned with reporting from the Business Operations Manager.
- Identified inefficiencies in manual, time-consuming sales prep for short-notice manufacturer meetings, and built a Power Query driven Authorized Product List (APL) analytics workflow using relational, SQL-style logic to ingest, clean, standardize, and merge product and sales data, enabling faster, repeatable product-level analysis and frequent analytical support for account managers in sales activities.
- Designed and maintained reliable reporting workflows using Excel VBA, automating data validation, report generation, and Outlook email distribution to ensure data accuracy, consistency, and timely delivery of audit and sales reports to field leadership and account teams.

SMB Capital   **Remote**
Internship   *August 2023 - May 2024*
- Developed a predictive model using Excel and Python to systematically rate potential volatility in stock prices based on earnings report thresholds for revenue and EPS, enhancing investment decision-making processes and showing strong understanding of fintech and banking sectors of the market.
- Utilized Excel and Python to create statistical models for predicting market movements and assessing risk, showcasing expertise in strategic planning and data analysis.
- Collaborated in teams to create data-driven scanners using Python and Thinkscript from live data to identify optimal stocks for daily trading activities by forecasting potential volatility, showcasing proficiency in statistics, Python, and effective communication.

Lemon   **Dallas, TX, USA**
Account Manager   *December 2021 - January 2023*
- Utilized effective project management techniques to exceed benchmarks through the implementation of data-driven solutions for over 100 client accounts, demonstrating strong problem-solving skills and interpersonal abilities.
- Showcased critical thinking and detail-oriented skills in enhancing account stability and customer loyalty by leveraging data strategy and data solutions to identify and resolve client issues, improving business performance.
- Effectively communicated complex data and analytics concepts to managers and stakeholders in a cross-functional environment, demonstrating exceptional communication skills.