



# HANNAH HERNALIN

## Business Intelligence Analyst



Filipino



23.02.1997



### ABOUT

A data enthusiast passionate in knowledge and skills expansion. A versatile individual with experience collecting, organizing, analyzing, transforming, and presenting data analysis to help make informed decisions. Excellent understanding and proficiency of platforms for effective data analyses, including SQL, RDBMS, Excel, Sheets, Tableau, R, Power BI, and with a rudimentary grasp on Python.

### EXPERIENCE

#### Business Intelligence Analyst • HelloConnect Inc

Feb 2022 – Present

##### Projects

##### A. Menu Overview

- Achieved efficiency improvements by optimizing and automating Menu Overviews of 4 markets reducing manual efforts by 70% to 5%. Streamlined processes for Menu Analysis, Predicted Scores, WATC, COGS, KPI tracking, SKU management, etc.

##### B. INT Magnet Tool

- Developed an innovative €17mio profit-impacting dashboard to monitor and identify data discrepancies in the recipe pool, enabling timely data error detection and ensuring high-quality data maintenance.

##### C. Efficient Recipes

- Leveraged BCG Matrix visualization to assess the cost and score attributes of cuisines and dish types, aiding in the identification of highly efficient options for improved decision-making.

##### D. Global Top Recipes Dashboard

- Developed dashboard that consolidates data on the most successful recipes, popular cuisines, dish types, and proteins, empowering stakeholders to make informed decisions based on comprehensive insights.

##### F. Others

- DACH data testing using python to identify the most cost-saving menus.
- Played an integral role in the GAP Analysis project by creating SQL scripts to extract and manipulate data, enabling comprehensive analysis and contributed to its expansion with the inclusion of new markets.
- Conducted in-depth analysis of vegetarian recipes to identify and recommend potential vegan recipes.
- Conducted a comprehensive analysis on recipe data to assess the distribution of seasonality risk levels.

Tools Used: Tableau, Google Sheets (Apps Script and Macros), Databricks, Impala, Python, and etc.

#### Senior Legal Recovery Analyst • RELX | REPH

Sep 2021 – Feb 2022

- Top Performer 2021 & Top Idea Contributor 2021
- Creation of macro-automated reports for 3 Finance Teams.
- 3 automation projects for process improvements submitted and approved.
- Supported the launch of DMT in Tableau and volunteered to ESUB data clean up.

#### Legal Recovery Specialist II • RELX | REPH

Jun 2020 – Sep 2021

- Top Performer for 2020 and 2021.
- Achieved the highest cash collections & highest 90DBT+ reduction.
- Slashed 10% of the total amount paid to 3rd party solicitors.

## Credit & Collection Specialist I • LexisNexis UK | REPH

May 2018 – Jun 2020

- Creation of AD Report, DI Report, and Cash Collections Report.
- Preparation and Presentation of Team Results using PowerPoint.
- Managed 1600-1900 UK & France accounts of medium law firms.
- Awards: Top Performer, Top Dispute Resolver, Highest Legal Referrals, Top Performing Employee in FAH

## EDUCATION

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November 2021                      Google Data Analytics Professional Certificate

April 2018                              BS in Accounting Technology  
Central Philippine University

## CERTIFICATIONS

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- DataCamp: Intermediate Python
- Introduction to Data Engineering
- Google Data Analytics Specialization
  - Google Data Analytics Capstone: Complete a Case Study
  - Share Data Through the Art of Visualization
  - Data Analysis with R Programming
  - Analyze Data to Answer Questions
  - Process Data from Dirty to Clean
  - Prepare Data for Exploration
  - Ask Questions to Make Data-Driven Decisions
- BI Developer: Learn (Power BI | SSIS | SSRS | SSAS | DW | T-SQL)
- SQL Masterclass: SQL for Data Analytics
- CEFR C1 – Advanced English Proficiency Approved by British Council
- Python Packages: NumPy and Pandas Dataframe
- Data Analytics and Python Fundamentals
- Computer Programming for Everybody University of Leeds and Institute of Coding
- Certified Lean Six Sigma White/Lean Six Sigma Yellow Belt
- Cloud Foundations
- LexisNexis Legal & Professional: Certified Process Analyst, Certified Automation Professional
- Skillsoft:
  - Tableau for Data Visualization: Introduction
  - Big Data Concepts: Getting to Know Big Data
  - Techniques for Big Data Analytics
  - Data Literacy for Business Professionals
  - Analytics Literacy for Business Professionals
  - Data Visualization Essentials
- The Complete Business Analysis Fundamentals Course
- Advanced Microsoft Excel Course
- Scrum Fundamentals Certified

## KEY SKILLS

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- Data analysis
- SQL
- Excel/Sheets
- Tableau
- Power BI
- Python
- Communication & Presentation
- Continuous Learning

## HOBBIES & INTERESTS

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