

JOMAR PAJENAGO

Data Analyst | BI Reporting & Dashboard Development | Power BI · Tableau · SQL · Excel
jomarpajenago@gmail.com | +63 920 554 1107 | Philippines | [jomarp.website](#)

PROFESSIONAL SUMMARY

Business and Data Analyst with experience designing and maintaining BI dashboards, owning end-to-end reporting cycles, and delivering structured insights to executive and operational stakeholders. Builds Power BI and Tableau dashboards connected to live data sources to track KPIs, performance metrics, and business trends. Skilled in data validation, cleaning, and governance practices that promote a single source of truth across teams. Proficient in advanced Excel (pivot tables, XLOOKUP, VLOOKUP, INDEX-MATCH) and SQL for querying and transforming large datasets. Comfortable working independently, reporting directly to senior leadership, and communicating findings clearly to both technical and non-technical audiences.

CORE SKILLS

Reporting & Dashboards: Power BI (DAX, Power Query, data modeling), Tableau, Looker Studio, Google Sheets

Advanced Excel: Pivot Tables, XLOOKUP, VLOOKUP, INDEX-MATCH, large dataset handling, data cleaning and structuring

Data Analysis: KPI definition, metric standardization, ad-hoc analysis, forecasting support, executive reporting

Data Quality & Governance: Data validation, inconsistency resolution, reporting logic documentation, single source of truth promotion

SQL & Data Querying: SQL-based data querying and transformation for analytics reporting

Automation & Scripting: Reporting workflow automation using Python and JavaScript

Collaboration: Cross-functional stakeholder support, executive-level presentations, structured insight delivery

Other Tools: BigQuery, Shopify analytics, GA4, Google Apps Script, Superset, Superset, Workato, Filevine

WORK EXPERIENCE

BI Developer | Law Firm | Remote

Aug 2025 – May 2026

- Built and maintained Power BI dashboards tracking firm-wide, attorney, and paralegal metrics including case counts, client recovery, NPS scores, billing rates, and CAQs.
- Owned recurring reporting cycles, participating in daily BI sync meetings and weekly efficiency meetings to deliver structured performance updates to legal operations and leadership teams.
- Designed executive-level dashboard views presenting high-level KPIs and trends for senior stakeholders and firm leadership.
- Connected Power BI reports to BigQuery datasets and used Power Query and BigQuery views for data transformation, staging, and reporting preparation.
- Created and validated DAX measures and calculations to ensure consistency across dashboards and reporting outputs, promoting a single source of truth for key metrics.

- Built automated workflows in Workato to populate calculated fields in Filevine such as deriving blank due dates by adding defined time periods to source date fields, reducing manual data entry and improving data consistency.
- Documented metric definitions and dashboard logic to support reporting clarity, reuse, and data governance across teams.
- Managed dashboard updates, scheduled refreshes, and reporting changes, improving reporting reliability and reducing manual effort.
- Collaborated with stakeholders to adjust visuals, filters, and layouts based on evolving reporting requirements.

Data Analyst | E-Commerce Company | Remote

Jan 2025 – Oct 2025

- Owned daily, weekly, and monthly reporting cycles for revenue, campaign performance, and customer behavior metrics, delivering consistent outputs to marketing and operations teams.
- Built and maintained dashboards tracking user funnel KPIs including conversion rate, ROAS, AOV, retention trends, and campaign performance to identify growth opportunities.
- Cleaned, normalized, and validated large product, customer, and marketing datasets using advanced Excel functions (pivot tables, XLOOKUP, VLOOKUP, INDEX-MATCH) and SQL to ensure reporting accuracy.
- Prepared and organized centralized reporting datasets to eliminate inconsistencies and support a single source of truth across teams.
- Implemented data quality checks to validate accuracy and reliability of reports used by marketing and operations stakeholders.
- Documented data sources, reporting logic, and dashboard structures to support internal reporting continuity and cross-team collaboration.

Data Analyst (E-Commerce & IT Marketing Analytics) | Remote

Mar 2025 – Dec 2025

- Automated data transfers between workbooks using Google Apps Script, applying conditional logic and triggers to reduce manual reporting steps
- Extracted affiliate and marketing performance data from Pepperjam's Ascend platform using Python scripts to support campaign reporting and analysis
- Performed web scraping of e-commerce and marketing data sources.
- Built dashboards tracking CVR, ROAS, ad spend, revenue, and AOV.
- Delivered daily, weekly, and monthly performance reports for marketing teams.
- Supported campaign optimization and experimentation efforts through clear and consistent analytics outputs.

BI Developer (Cloud & Enterprise BI) | Enterprise / Cloud Analytics | Remote

May 2025 – Jun 2025

- Created and maintained Tableau dashboards for enterprise reporting needs.
- Queried and transformed large datasets using SQL in Azure Databricks.
- Optimized reporting pipelines to improve performance and reliability.
- Defined KPIs in collaboration with stakeholders and business teams.

- Ensured accurate and consistent data delivery across reporting tools.

Data Analyst (Financial Data & Research) | Fintech | Remote

Apr 2024 – Jul 2025

- Annotated, validated, and structured financial datasets using Python and SQL.
- Prepared clean datasets for analytics, modeling, and AI training purposes.
- Conducted ad-hoc research to support risk evaluation and market insights.
- Automated data validation tasks to improve accuracy and consistency.
- Supported internal teams with reliable and well-documented datasets.

Data Analyst (Customer & Operations Analytics) | IT Company | Remote

Apr 2024 – Nov 2024

- Built dashboards monitoring sales performance, churn rate, and customer satisfaction.
- Analyzed customer feedback to identify trends and operational issues.
- Prepared and managed datasets using SQL and Google Apps Script.
- Supported retention strategies through recurring performance reporting.
- Assisted operations teams with data-driven insights for decision-making.

Administrative Assistant | City Government of Antipolo

Nov 2020 – Aug 2024

- Encoded and validated operational data submitted by multiple departments using approved formats.
- Reviewed datasets for completeness and accuracy prior to reporting and archival.
- Corrected inconsistencies by coordinating directly with submitting teams.
- Maintained structured digital records used for internal monitoring and compliance checks.
- Supported summary reporting by consolidating encoded data into usable formats.
- Followed data privacy, retention, and records management standards.

EDUCATION

- Bachelor of Public Administration – Polytechnic University of the Philippines – Open University
- Associate in Computer Science – Datamex Institute of Computer Technology – Antipolo, Rizal

CERTIFICATIONS

- Data Analysis Using Python
- Python for Data Science
- Data Science Foundations – Level 1