

Benjamín Espinoza

Business & Data Analyst | Product Owner

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Industrial Civil Engineer specializing in **Data Analytics and Business Intelligence**, serving in a dual role as **Business Analyst (BA) and Product Owner (PO)** at Banco Internacional. My core strength lies in transforming complex data into strategic insights, designing robust KPI frameworks, and bridging business strategy with technical execution. Proven track record building 50+ dashboards in **Power BI** and **Looker Studio**, writing advanced SQL queries in **PostgreSQL**, leading Agile triads (Jira/Confluence), modeling business processes in **BPMN 2.0**, and accelerating delivery with **Generative AI** tools (Gemini, NotebookLM, Rovo AI).

KEY SKILLS & TECHNOLOGIES

Data Analytics & BI: PostgreSQL, Advanced SQL Queries, Power BI, Looker Studio, Tableau, DAX, Power Query, KPI Architecture.

Processes & CMS: BPMN 2.0 Process Modeling, Jira, Confluence, Rovo AI, Puck CMS, Web Publishing.

Product Management & Agile: User Story Mapping, MVP Canvas, Agile Triads, Functional QA Testing, Figma (UX), Stakeholder Management.

Generative AI & Web Analytics: Gemini, NotebookLM, Google Analytics (GA4), GTM, Microsoft Clarity.

PROFESSIONAL EXPERIENCE

Business Analyst & Product Owner – Banco Internacional

May 2023 – Present

- Data Analytics & SQL (PostgreSQL):** Continuously measure digital product adoption, performance, and impact by executing advanced SQL queries in PostgreSQL and crafting executive dashboards in Looker Studio and Power BI.
- KPI Architecture & Innovation Analytics (2+ Yrs):** Established the initial reporting system and KPI framework from scratch for Innovation and strategic units, delivering over 20 corporate dashboards before joining the product triad.
- Agile Triads & User Stories:** Conducted stakeholder discovery, structured MVP Canvases and User Story Maps, wrote User Stories in Jira, and authored technical documentation in Confluence within Agile triads (PO, Tech Lead, BA + Developers).
- Dual Role (BA & PO) for Public Web Redesign:** Led the cross-functional team in charge of redesigning the bank's public website. Directly managed page creation and production publishing using Puck CMS, AI-assisted UX mockups (Firebase), and web analytics setup (GA4, GTM, Microsoft Clarity).
- Functional QA & UX Collaboration:** Conducted functional QA testing in staging environments to certify builds, collaborated with UX teams on Figma wireframes, and executed production acceptance testing.
- Process Modeling (BPMN 2.0):** Mapped and optimized business operating flows adhering strictly to international BPMN 2.0 standards.
- GenAI Productivity Integration:** Leveraged Gemini and NotebookLM daily for rapid user story generation and workflow automation, alongside Rovo AI (Jira/Confluence) for AI-assisted flow diagramming.

Data & Business Control Analyst – Lucas Diesel

Sep 2021 – Apr 2023

- Data Analytics Department Creation:** Partnered directly with the Operations Manager to build the analytics function from scratch in a shared corporate structure, establishing baseline KPI frameworks for 7 key areas: Sales, Procurement, Logistics, Warehouse, Foreign Trade, Technical Service, and General Management.
- 30-40+ Power BI Dashboards:** Designed, modeled, and deployed 30 to 40+ daily-updating Power BI dashboards across all business departments and executive levels.
- Daily Sales Report Automation:** Automated the daily first-thing-in-the-morning sales and target compliance report by branch, slashing manual prep time from 1 hour down to 10-15 minutes (with direct Power BI access).
- Annual Budgeting Leadership (3 Years):** Streamlined the company-wide annual budgeting cycle from 6 months down to 3 months, and ultimately to 2 months in subsequent years, collaborating directly with unit heads (Sales, Service, Filtration, DT Parts).
- Stakeholder Engagement & Iterative Delivery:** Conducted daily requirement gathering with stakeholders across all organizational tiers (from warehouse leads and workshop managers to the CEO and Board), iteratively crafting custom Power BI and SQL analytical solutions.

Financial Performance Analyst – Heavenward Ascensores

Nov 2019 – Aug 2021

- Performance Control & KPI Tracking:** Managed operating cost controls and key performance metrics (KPIs) for elevator maintenance and modernization contracts.
- Financial Modeling & BI Reporting:** Built financial cost models and dashboards in Excel and Power BI to support executive decision-making.

- **Service Delivery Optimization:** Analyzed customer service data alongside technical and commercial teams to improve response times and customer satisfaction.

EDUCATION & EXECUTIVE CERTIFICATIONS

International Diploma in Digital Transformation – Digital Bank LATAM	2025
<i>Banking innovation, Fintech ecosystems, and digital business models.</i>	
Diploma in Web Design & Programming – Fundación Telefónica & AIEP	2022
<i>Frontend web development, HTML/CSS/JS, responsive design, and UX/UI principles.</i>	
Introductory University Program – BYU PathwayConnect	2022
<i>Project management, professional academic English communication, and leadership.</i>	
B.S. Industrial Civil Engineering – Universidad de Valparaíso	2013 – 2020
<i>Process optimization, operations management, financial engineering, and quantitative analysis.</i>	

CERTIFICATIONS & LANGUAGES

- **Certifications:** User Stories Certificate (CertiProf), English B2 Upper-Intermediate (Cambridge Linguaskill), SQL & Tableau Prep Certification, Google Tag Manager Basics.
- **Verified Digital Badges (Credly):** credly.com/users/benmatias
- **Languages:** Native Spanish | English (B2 Upper-Intermediate) | French (A1 Basic)