

ALMU HERNÁNDEZ

Senior Business Analytics · Strategy & Insights

Turning Business Questions into Analytical Decisions

Madrid, Spain · International / Remote · info@almuherandez.com · [LinkedIn](#) · almuherandez.com

15+ YEARS
International Analytics

BCG · KERNEL · GfK · NIELSEN
Consulting & Insights

ANALYTICS + BUSINESS
Hands-on & Decision-Facing

PROFILE

Senior analytics professional with 15+ years of international experience turning ambiguous business questions into structured analytical approaches, clear insights and decision support. Combines hands-on analysis with a strong ability to organise complex information, identify what matters and communicate it through clear analytical and visual outputs. Experience spans consulting, customer and consumer analytics, digital behaviour and applied data science, alongside Data Analytics teaching in English and Spanish.

SKILLS & TOOLS

ANALYTICS Customer & Consumer Analytics · Statistical Analysis · Segmentation · Forecasting · Business Intelligence

BUSINESS Strategy & Insights · Analytical Problem Solving · Data Strategy · Decision Support · Stakeholder Communication

TOOLS SQL · R · Python · Power BI · Tableau · BigQuery · Alteryx · SAS · SPSS

PROFESSIONAL EXPERIENCE

Data Analytics Instructor | Ironhack

Apr 2024-Present

- Deliver Data Analytics training in Spanish and English, connecting analytical concepts with real business problems through classes, practical exercises and applied workshops.
- Design learning materials and deliver standalone sessions on product data analysis, interview preparation and introductory SQL; provide structured feedback and mentoring.

Data Analytics Instructor | Adalab

2024-2025

- Designed and delivered online Data Analytics training, including learning materials for selected modules, practical sessions, assessment and mentoring, plus sessions focused on interview preparation and solving business analytics cases.

Founder | Candidata

Feb 2023-Present

- Built an independent education project from concept to delivery, creating and selling a digital product and developing practical learning materials, content and training resources.

Data Analyst | TheWhiteam - ECDC project

2021-2023

- Worked with EU/EEA epidemiological surveillance data and maintained, corrected and improved R-based analytical and reporting processes supporting recurring reports and standalone requests.

Senior Data Analyst | Boston Consulting Group (BCG)

2019-2021

- Worked hands-on within international consulting case teams, translating business questions into analytical work, insights and visual outputs.
- Contributed across retail banking, retail and media-related contexts, including pricing, inventory/store-labour optimisation and market analysis.
- Built analytical outputs and Power BI dashboards, communicated findings with case teams and selected clients, and supported proposals, demos and proofs of concept.

PROFESSIONAL EXPERIENCE

Data Scientist | Kernel Analytics

2017-2019

- Developed applied analytics and predictive solutions for client problems across telecommunications, retail and other sectors.
- Worked on acquisition modelling, segmentation, Customer Lifetime Value, loyalty, retention and campaign use cases.
- Produced forecasting and stock outputs used to support daily inventory and distribution decisions for a sports-sector client.

Digital Analyst | GfK

2014-2017 | London

- Analysed digital behavioural and consumer data for marketing, product and business stakeholders, including demographic analysis supporting mobile tariff propositions.
- Studied online retail and purchase behaviour using R, web data extraction and methods including regression and TURF.

SAS Analyst | Direct Line Group

2013-2014 | London

- Provided SAS-based analytical support to internal business teams within an insurance environment.

Data Analyst | Nielsen

2010-2012 | Madrid

- Analysed consumer panel and retail measurement data to understand consumer behaviour, segmentation, demographics, market trends and FMCG performance.

SELECTED FREELANCE ANALYTICS

Data Scientist | Chiper

2021-2022 | Remote / Colombia

- Assessed data and analytical needs to inform a mid-term data strategy; worked on RFM analysis, route optimisation and analytical mentoring.

Data Analyst | International Academy of Consciousness

2022

- Conducted statistical analysis using SPSS for a research study exploring associations between mindfulness and psychological variables; the study was subsequently presented at a scientific conference.

SELECTED ANALYTICS WORK

Customer Segmentation · Churn & Retention · Pricing & Revenue · Forecasting

Explore selected analytical frameworks, case studies and how I approach business problems → almuhernandez.com

EDUCATION & ADDITIONAL

MSc Applied Statistics | Birkbeck, University of London | 2015

Degree in Physics - Atmospheric Science | Universidad Complutense de Madrid | 2010

Languages Spanish (native) · English (professional)