

ALMU HERNÁNDEZ

Analytics · Data · Consulting · AI · Education

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PROFILE

Analytics and Data professional with 15+ years of international experience across consulting, technology, market research and digital environments. With a background in Physics and Applied Statistics, I have built my career at the intersection of data, business and technology, working across banking, telecommunications, retail, e-commerce and healthcare. My experience combines hands-on analytics with business problem solving, stakeholder communication, project and people management, and training. I currently teach Data Analytics in Spanish and English, develop educational products and content, and explore how AI can enhance analytics, research, development and learning.

CORE EXPERTISE

Analytics & Data: Customer Analytics · Statistical Analysis · Business Intelligence · Machine Learning · Optimization

Business & Consulting: Problem Solving · Data Strategy · Business Insights · Stakeholder Communication · Project Management

Education: Data Analytics Training · Mentoring · Educational Content · Workshops · Interview Preparation

Applied AI: AI-assisted Research · Analytics · Development · Automation · Learning

PROFESSIONAL EXPERIENCE

Data Analytics Instructor

Ironhack · Apr 2024–Present

- Deliver Data Analytics training in Spanish and English, combining technical concepts, practical exercises and real-world professional experience.
- Create and adapt learning materials and deliver talks and workshops on Analytics and interview preparation.

Founder & Educator

Candidata · 2025–Present

- Founded an educational project helping aspiring Data Analysts connect technical learning with business thinking and the job market.
- Design educational content, resources and learning experiences including Candidata Club, Playbook, newsletter, mentoring and practical career resources.

Data Analytics Instructor

Adalab · 2024–2025

- Designed and delivered Data Analytics training, including educational materials, online classes, practical sessions, feedback, mentoring and student assessment.

Tools: Python · SQL · Power BI · Tableau

Data Analyst

TheWhiteam · 2021–2023 · Project for the European Centre for Disease Prevention and Control (ECDC)

- Analyzed and automated epidemiological surveillance data from EU/EEA Member States and neighbouring countries.
- Improved and automated data processes supporting ECDC Annual Epidemiological Reports.

Tools: R · SQL · GitHub

Senior Data Analyst

Boston Consulting Group (BCG) · 2019–2021

- Worked on international Analytics and Data Science consulting projects, combining data analysis with business insights, optimization and visualization.
- Contributed to value proposition development, consultant training and people management.

Tools: Python · SQL · Alteryx · Tableau · Power BI · GitHub

Data Scientist

Kernel Analytics · 2017–2019

- Developed Data Science and Machine Learning solutions for banking, retail and telecommunications clients, including customer segmentation, Customer Lifetime Value, sales forecasting and stock optimization.

Tools: Python · R · Power BI

EARLIER PROFESSIONAL EXPERIENCE

Digital Analyst

GfK · London · 2014–2017

- Worked on digital and marketing analytics in international environments across technology, market research and pharmaceutical projects.

SAS Analyst

Direct Line Group · London · 2013–2014

- Provided analytical support to business teams using SAS.

Data Analyst

Nielsen · Madrid · 2010–2012

- Analyzed consumer behaviour, customer segmentation, demographics and FMCG markets to generate insights supporting business decisions.

Tools: SAS

SELECTED FREELANCE PROJECTS

Data Scientist

Chiper · 2021–2022

- Data strategy, RFM customer analysis and route optimization for a retail technology company in Colombia, including mentoring for members of the data team.

Tools: SQL · Python · Looker

Data Analyst

International Academy of Consciousness · 2022

- Statistical analysis exploring relationships between mindfulness practice, depression, anxiety and other factors.

Tools: SPSS

EDUCATION

MSc Applied Statistics

Birkbeck, University of London · 2015

Degree in Physics - Atmospheric Science

Universidad Complutense de Madrid · 2010

TECHNICAL SKILLS

Programming & Data: Python · R · SQL · SAS

BI & Visualization: Power BI · Tableau · Looker · Looker Studio

Additional: SPSS · Alteryx · Hadoop · Hive · PIG · GA4 · GitHub

LANGUAGES

Spanish: Native · **English:** Full professional proficiency · **French:** Basic