

ANDRES BLANCO

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SUMMARY

Analytics Engineering and AI-assisted analytics professional with experience building data pipelines, automated reporting systems, and self-service analytics workflows. Skilled in Python, SQL, BigQuery, Dataform, GitHub Actions, Looker Studio, Tableau, and cloud-based data solutions. Proven record of improving reporting reliability, reducing manual analytics work, optimizing data processing costs, and building systems that help teams access insights faster. Experience includes processing approximately 500K rows daily across 4 high-traffic websites, reducing reporting turnaround from 1–2 days to 4–5 hours, lowering BigQuery processing costs by 80%, and contributing to fraud prevention initiatives that recovered \$1.5M and closed 1,000 fraudulent accounts.

Experienced working with web analytics, operational reporting, fraud and payments operations, CRM performance, funnel analysis, affiliate performance, and AI-assisted reporting workflows. Strong background collaborating with SEO, marketing, operations, fraud, payments, CRM, and leadership teams across multiple brands, countries, and time zones.

CORE SKILLS

Analytics Engineering: Data pipelines, data modeling, ETL, reporting automation, workflow automation, analytics systems

AI and Automation: AI-assisted analytics workflows, including MCP-based reporting environments, OpenAI, Claude, automated insight extraction, chatbot integrations

Programming and Data: Python, SQL, BigQuery, Dataform, GitHub Actions, Airflow, API integrations

Business Intelligence: Looker Studio, Tableau, Excel, dashboarding, KPI reporting, funnel analysis, web analytics, Google Analytics 4

Databases and Cloud: Google BigQuery, MySQL, SQL Server, Google Cloud Platform

Business and Collaboration: Stakeholder collaboration, cross-functional teamwork, process optimization, operational analytics, leadership

WORK EXPERIENCE

Senior Business Intelligence Analyst

Gambling.com Group | San José, Costa Rica (Remote) | March 2025 – May 2026

- Processed approximately 500K rows daily across 4 high-traffic websites by building analytics pipelines in Python, Dataform, BigQuery, and GitHub Actions to prepare Google Analytics data for reporting and analysis.
- Reduced weekly and monthly reporting turnaround from 1–2 days to 4–5 hours by automating reporting workflows and standardizing analytics data preparation across 4 websites for management and operational teams.
- Improved recurring reporting and metric lookup workflows for SEO and marketing teams by developing an MCP-based reporting environment that generated charts, narrative analysis, insights, and recommendations using Claude and OpenAI models.
- Expanded self-service access to recurring reports and business metrics for SEO and marketing teams by deploying a Slack chatbot connected to predefined reporting procedures.
- Created a machine learning model to determine the conversion likelihood of visitors to the site by analyzing their behavior. This allowed for the detection of high value journeys and recommendations to lead visitors to this journey.
- Improved operational reporting across 4 high-traffic websites by building reporting suites covering website traffic, visitor behavior, affiliate performance, signups, subscriptions, funnel analysis, and other business metrics.
- Delivered cross-functional reporting solutions across multiple brands, countries, and time zones by working closely with stakeholders to align analytics outputs with business needs and operational goals.

Business Intelligence Analyst

High5Games.com | San José, Costa Rica (Remote) | May 2023 – Jan 2025

- Improved visibility into Fraud, Payments, CRM, and Operations performance by building around 10 recurring dashboards and reports in Looker Studio and BigQuery using advanced SQL.
- Reduced daily customer payout handling time by 63%, from 8 hours to 3 hours, by automating the payout processing workflow with Python, Airflow, and BigQuery.
- Contributed to a fraud prevention initiative that recovered \$1.5M and closed 1,000 fraudulent accounts within 3 months by designing a SQL based detection system for multiple account activity.
- Helped CRM teams evaluate campaign conversion performance and revenue impact by building reports that connected customer segments, campaign activity, and performance outcomes in BigQuery and Looker Studio.
- Reduced BigQuery data processing costs by 80% by refactoring inefficient SQL logic, reducing scanned data, optimizing joins, and improving reporting query structure.
- Reduced purchase dispute documentation processing time by over 90%, from 5 hours to under 30 minutes per case, by implementing an automated documentation workflow.

Business Intelligence Manager

METADIGITAL.COM | San José, Costa Rica | Jun 2019 – Apr 2023

- Improved data accessibility for marketing, operations, customer service, and leadership teams by building Tableau dashboards and reports connected to SQL Server data to support business performance monitoring and decision-making.
- Strengthened performance management by designing KPIs and OKRs with management to align business units around measurable targets.
- Centralized access to CRM, sportsbook platform, marketing, and customer service data by developing a MySQL data warehouse and self-service reporting platform using ETL pipelines, API connections, and web scraping.
- Strengthened campaign and customer lifecycle analysis by building a tracking system for new signups, conversions, campaign source attribution, and retention/reactivation behavior, helping marketing teams evaluate acquisition quality and follow-up strategies.
- Improved leadership visibility into risky customer behavior and VIP player detection by developing operational reporting and insights used to support risk management and VIP strategy.
- Improved sportsbook risk visibility by creating a reporting system that evaluated customer behavior, risk exposure, and potential high-value player activity.
- Coordinated a team of Junior Analysts and Data Engineers to design, develop and deliver the tools and reports needed by the company's business units.

Customer Service Supervisor

METADIGITAL.COM | San José, Costa Rica | Jul 2018 – Jun 2019

- Supervised 5 customer service agents handling approximately 100 daily tickets across phone, email, and chat, while using operational reporting to support process improvements and lower response and resolution times.

Management

SMARTANALYTIKS | San José, Costa Rica | 2013 – 2018

- Supported customer acquisition, retention, and reactivation workflows by designing business processes and contributing technical input for an internal CRM platform used by a 5-person sales team to manage leads, sales calls, customer segmentation, SMS and phone follow-ups, campaign tracking, customer history, and sales reporting.

Earlier Experience

Affiliate Marketing Representative, Project Manager, Country Project Manager, and Business Development roles | 2000 – 2013

- Supported international business development and market expansion across Costa Rica, Chile, and Rwanda, including managing a 10-person customer service and sales team for a new operation in Chile and leading a 40-person rollout across 5 points of sale for gambling products in Rwanda.

EDUCATION

Data Science Certification | Grow Up Data Analytics | San José, Costa Rica | Oct 2024 - Jul 2025

Business Analytics Certification | Data Science Institute LatAm | San José, Costa Rica | 2022

Leadership Program | ADEN | San José, Costa Rica | 2022

Data Analytics | PROMIDAT | San José, Costa Rica | 2015

Software Engineering Specialization | CENFOTEC | San José, Costa Rica | 2003 - 2004

Bachelor of Economics | Universidad de Costa Rica | San José, Costa Rica | 1995 - 2002

LANGUAGES

Spanish: Native | English: Fluent / C1
