

# Julius Boquio

Data | Analytics | Business Intelligence

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## Work Experience

### Sr. Data Analyst

2021-07 - 2022-09

[Coins.ph](#)

- Built and implemented data models around customer risk assessment
- Automated partner reports
- Delivered reports, dashboards and data analyses for internal stakeholders

### BI/Analytics Engineer

2019-12 - 2021-07

[uPraxis Global Limited](#)

- Pioneered business intelligence and analytics in the company
- Spent first month learning about the core database (MongoDB) and embedded analytics platform (icCube)
- Designed the analytics data model and built reporting cubes for payroll and billing data
- Deployed initial client dashboards on the 3rd month
- Initialized optimization of the BI and Analytics architecture by recommending and leading the establishment of separate ETL (Pentaho Kettle) and DW(PostgreSQL) layers
- Reduced costs and expedited dashboard and reporting delivery by spearheading the migration of our BI platform to Metabase

### Manager, Data Analytics

2018-01 - 2019-09

[Remitly](#)

- Lead improvements on the performance of the existing data & reporting portal in the first quarter
- Managed a team of data and reporting analysts working with the Global team(Seattle & Nicaragua) to cover support for different LOBs and domains of the Customer Success Hub: Customer Service, Risk and Fraud, Compliance and other support groups (IT and HR)
- Created dashboards around FCR, CSAT/DSAT on global, site, team and associate levels which ties up with company level OKRs
- Overseen data integration of new tools (SalesForce, Qualtrics, etc.) to our existing data pipeline

### Project Manager, BI & Analytics

2016-06 - 2017-06

[Ascend Group \(TrueMoney\)](#)

- Served as Project Manager for the HQ's (Thailand) data analytics hub supporting the different business units (eCommerce, digital marketing, logistics and fulfillment, financial technology, and micro finance)
  - Managed project delivery for a team of data scientists, data engineers and BI developers
  - Main POC for ongoing projects, new business initiatives and represented the team during cross-functional meetings
  - The team's projects consists of the following: cohort analyses, customer acquisition and retention, demographics, customer segmentation, upselling, cross-selling, cannibalization, campaigns, cost reduction, fulfillment routing, ad hoc data requests, KPI dashboards, data ingestion and ETL, risk and fraud scenarios (alerts and monitoring)
- Assigned as regional PM for BI and Analytics for the rollout of [TrueMoney](#) in the following countries: [Cambodia](#), [Vietnam](#), [Myanmar](#), [Philippines](#), [Indonesia](#)
  - Created a regional dashboard for monitoring the growth of the different products and services in each market
  - Lead regional data warehousing and automation of the KPI dashboard

## Senior BI Developer

2016-01 - 2016-05

### Ascend Group (iTrueMart)

- Served BI and analytics needs for the eCommerce business units in Thailand and Philippines
- Lead the data warehousing (Google BigQuery and Talend) initiative for PH data and covered end to end BI projects from understanding the business requirements to preparing the data to delivery of the solution
- Sole BI developer for the PH project which consists of the following outputs: KPI dashboard, SKU and inventory report, cohort analysis

## System Development Manager, BI

2014-01 - 2015-12

### Lazada Philippines

- Assigned as manager for BI solutions and projects directly reporting to the country CEO
- As the company transformed from 100% retail to 80% marketplace and only 20% retail, I owned product management duties to align the current backend system with the being-developed seller center
  - Half of the time I maintained reporting systems while for the other half I supported regional developers with reconciliation and consultation tasks
  - As the company added more solutions, I served as product / project manager for aligning existing data and integrating them with the following systems:
    - Salesforce for managing vendors
    - SAP for finance and accounting
    - Dragontool for sourcing and replenishment
- Lead process improvement and commercial initiatives:
  - Identified slow / non-moving stocks for clearance sales
  - Reduced missing / lost items by creating alerts for loop holes in inventory management(P16M to P3M)
  - Improved market targeting with the use of customer demographics
- Supported finance and accounting
  - Helped with steering PC2 profit contribution and reduction of operational costs
  - Handled PnL and investor reports (local and regional) and supported the local finance team on reconciliations
  - Managed junior BI members doing ad hoc reports and maintaining the reporting systems

## System Developer

2012-03 - 2013-12

### Lazada Philippines

- Built the first version / prototype of order management, warehouse and inventory management system (using .Net and MySQL) which served as the company's backbone for order processing during launch of [Lazada PH](#)
- Built a data management tool for pricing with the following features:
  - dynamic product search with info on current price, traffic and sales performance, demand and supply
  - price comparison on scraped products from competitor websites and manual inputs from offline store hunts
  - dashboard and self-service report extraction:
    - SKU report - detailed report on SKU level generally used by the different departments for daily operations: content, buying & sourcing, marketing, pricing
    - KPI report - high level dashboard showing the company's sales performance on different time frames
- Supported ad hoc data and analysis requests
- Supported data management and analysis for marketing campaigns
  - collaborated in defining metrics to measure the effectiveness and profitability of each campaign
  - supported data requests for targeted customers / audience
- Handled tickets and delivery of market research and scraping requests

## Knowledge and Skills

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- Data Analytics
- Data Warehousing
- Data Visualization
- Business Intelligence
- Project Management
- Reports Automation
- Data Integration
- FinTech/ Crypto
- eCommerce
- Process Improvement
- Strategy and Planning
- Campaigns

## Tools and Technologies

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- SQL (Postgre, MySQL)
- Athena / Presto
- Redshift
- Google BigQuery
- Snowflake
- MongoDB
- Metabase
- Tableau
- Data Studio
- PowerBI
- Excel, PowerPivot
- icCube
- GCP
- AWS
- Python
- Scala
- MDX
- Databricks
- Pentaho (Kettle)
- Talend
- Data pipelines
- Cubes

## Education

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### Bachelor of Science in Information Technology

2009 - 2012

STI College Global City

### Computer Hardware Servicing NC II

2007 - 2009

St. Anthony College Calapan City