

JAVIERA QUEZADA

Data Analyst

CONTACT

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PROFILE

Trilingual data analyst (EN, FR, ES) transitioning from 14 years in hospitality — fine dining, cocktail bars, and cafés — into data analytics, with a specialisation in F&B and retail operations. Trained at CareerFoundry in data analytics and visualisation with Python, and currently completing an AI for Effective Professionals programme. Proficient in SQL, Python, Tableau, and Excel, with hands-on project experience in menu engineering, commercial sales diagnostics, customer segmentation, and urban mobility analytics. Brings a rare combination: the technical ability to analyse data and the operational fluency to know what it means in a real kitchen, dining room, or retail floor. Based in Bordeaux, open to roles across France and Europe, and available for relocation to New Zealand and Australia.

DATA PROJECTS

Menu Profitability Dashboard — Menu Engineering Analysis

Python, Tableau & Excel | 2026

- Analysed a 60-item restaurant menu using the Star/Plow Horse/Puzzle/Dog matrix, layering food cost percentages, contribution margins, and cover counts to identify profit drivers.
- Identified 3 high-popularity/low-margin dishes reducing monthly profit by 12%; recommended repricing 5 items, projecting a +8% increase in contribution margin.

Artisan Bakery — Commercial Sales System Analysis

Excel | 2026

- Conducted exploratory data analysis of a full commercial year for a confidential F&B client, mapping ticket architecture, product concentration, and revenue vs. volume divergence.
- Identified that 79% of transactions contain 1–2 products and top 3 SKUs drive 80% of revenue, uncovering growth levers within the existing system without raising prices or acquiring new customers.

Retail & E-Commerce Customer Insights

Python, Tableau | Jan 2025 – Feb 2025

- Analysed ~500K transactions across 5 countries, segmenting customers with K-Means clustering to identify that Regular customers drive the highest revenue (\$6.3M) — reframing strategy around retention over acquisition.
- Uncovered ~6-month seasonality cycles and a July 2023 revenue peak (+14.95%) through time series decomposition, enabling more accurate demand forecasting. Built a linear regression model ($R^2=0.40$) quantifying the relationship between purchase frequency and total spend.

Citi Bike 2022 Usage Analysis

Python, Tableau & Streamlit | Feb 2025 – Mar 2025

- Analysed 2022 trip data enriched with NOAA weather records, identifying Grove St PATH as the busiest start station (~27K trips) and quantifying a 4x increase in daily rides during summer months.
- Uncovered clear commuter peaks at 7–9 AM and 5–7 PM on weekdays vs. mid-day leisure patterns on weekends, recommending dynamic rebalancing windows to reduce dock imbalance at high-demand stations.
- Built an interactive Streamlit dashboard and Kepler.gl flow map enabling operational teams to explore station bottlenecks, seasonal demand shifts, and weather-driven usage patterns in real time.

PROFESSIONAL EXPERIENCE

Barista | CAFEINCUP

Sep 2025 – Present · Bordeaux, France

- Deliver high-volume specialty coffee service, preparing espresso-based drinks, milk texturing, and latte art in a fast-paced environment.
- Manage order flow, cash handling, and stock monitoring, contributing to smooth daily operations.
- Support kitchen operations while maintaining food hygiene and quality standards.

Sales Advisor | Alexandre Turpault

Jun 2025 – Mar 2026 · Bordeaux, France

- Built a loyal customer base through personalised service and tailored recommendations.
- Optimised store layout and product presentation, enhancing visual appeal and driving sales flow.
- Streamlined order management by creating an Excel-based system, ensuring sustainable workflow and keeping clients informed.
- Identified and corrected inconsistencies in monthly revenue reports, improving data accuracy and reliability.

Head Chef | Malavida

2019 – 2023 · Bordeaux, France

- Managed full kitchen operations, inventory control, and cost tracking, establishing a strong foundation for operational analysis.
- Implemented efficient processes to optimise production and minimise waste.
- Designed menus aligned with trends, customer feedback, and business goals through an analytical, customer-focused approach.
- Coordinated the team and resolved issues quickly in a high-pressure environment.

EDUCATION

- Data Analytics | CareerFoundry, Germany | 2024–2025
- International Gastronomy | Inacap, Santiago, Chile | 2017–2018
- Culinary Arts Administration | Culinary, Viña del Mar, Chile | 2013–2014

CERTIFICATIONS

- CareerFoundry Intro to Data Analytics Professional Certificate (2024)
- Supply Chain, Retail & Customer Experience | INSIDE LVMH | 2025
- CareerFoundry Data Immersion Professional Certificate (2025)
- CareerFoundry Data Visualisations with Python Professional Certificate (2025)
- CareerFoundry Data Analytics Professional Certificate (2025)