



Francisco Santelices Contreras

Senior Business Intelligence Consultant

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Power BI Expert · UTN

AI Certified · UTN

Python · UTN

PROFESSIONAL SUMMARY

Industrial Civil Engineer with **7+ years** building Business Intelligence solutions in retail and commercial environments. I build tools that C-level and operational teams **actually use daily** — reducing reporting cycles from days to hours, detecting fraud across 600+ locations, and aligning commercial incentives with measurable business outcomes. Today I integrate **AI agents** into analytical workflows to push that clarity even further.

EXPERIENCE

Senior BI & Loss Prevention Analyst

Empresas SB · 2019 – Present · Santiago, Chile

- Architected end-to-end Power BI solutions (star schema, DAX, RLS) consumed daily by C-level — cutting reporting cycles from **days to hours**.
- Built Python + SQL anomaly detection models monitoring loss & fraud signals across **600+ nationwide retail locations**, strengthening internal control significantly.
- Designed national commercial KPI model (RANKX, TOPN, CALCULATE) aligning salesperson incentives with real business outcomes across all branches.
- Optimized inventory via stockout & overstock analytics, reducing dead stock and improving category replenishment cycles.
- Led national bonus calculation ensuring full traceability and precision across all commercial areas.
- Monitored retail-supplier agreement KPIs (Loss/Purchase ratio), identifying deviations and providing data-driven evidence for contract renegotiations.

Professional Internship — Modeling & Methodology Dept.

SBIF (Chilean Financial Regulatory Authority) · 2018 · 2 months

- Research and development of probabilistic models for the Chilean banking sector, supporting the foundations of **Basel II** (Basel Committee on Banking Supervision).

Operational Internship

ICIL-ICAFAL · 2017

- Supported machinery rental, maintenance and fleet management operations.

EDUCATION

Industrial Civil Engineering

Universidad Diego Portales · Santiago, Chile

AREAS OF EXPERTISE

Retail Analytics

Operational and commercial dashboards for multi-branch retail chains. Sales tracking, inventory optimization and performance by category.

Loss Prevention

Anomaly detection models identifying fraud and deviation patterns across nationwide retail networks.

Commercial BI

KPI design, incentive models and executive reporting aligned with real business outcomes.

AI Agents

Integration of AI agents into analytical and operational workflows to automate decisions and insights.

TECH STACK

Expert:

Power BI · DAX · Power Query · SQL · Excel

Advanced:

Python · STATA · SPSS · AI Agents · Claude

Soft Skills:

Requirements Gathering · Stakeholder Management · Data Storytelling · Documentation · Training

CERTIFICATIONS

Master in Power BI

UTN Curitiba, Brazil

Master in Python

UTN Curitiba, Brazil

Master in AI

UTN Curitiba, Brazil · In progress

LANGUAGES

Spanish · Native

English · Professional