

Contact

+1 (365) 855 5639 (Mobile)
joseayonwu@gmail.com

www.linkedin.com/in/joseayonwu
(LinkedIn)
github.com/joseayonwu (Other)

Top Skills

Demand Planning
Quality Control
Retail Management

Languages

Ingles (Full Professional)
Español (Native or Bilingual)

Certifications

Aprende a usar la metodología Lean
Beneficios y características de las
redes sociales más significativas
Aprende SCRUM
Fundamentos de Six Sigma

Jose Ayon Wu

Bilingual Data Analytics Graduate Student - Python, SQL, Excel,
Power BI, Tableau - Data Cleaning, BI, Dashboards, Predictive
Analytics

Toronto, Ontario, Canada

Summary

I'm a bilingual (English–Spanish) MBA graduate and current Master of Science in Data Analytics student at the University of Niagara Falls Canada. My career began in retail operations and category management, where I learned how data can turn complex business challenges into measurable results. That experience inspired me to specialize in analytics and focus on transforming data into insights that support better decisions. Today, I build practical analytics solutions using Python, SQL, Excel, Power BI, Tableau, and Streamlit. My work includes data cleaning, normalization, dashboard development, exploratory analysis, predictive analytics, and decision-support workflows designed to make complex information more useful and accessible. I bring the perspective of someone who has led teams, managed business operations, and built projects from the ground up, combining analytical thinking with business context and execution. I'm especially interested in opportunities where I can apply analytics to improve reporting, decision-making, operational performance, and user-facing data solutions.

Experience

TJX Canada – Winners, Marshalls, HomeSense
Associate

June 2025 - Present (11 months)

Niagara Falls, Ontario, Canada

(Permanent part-time position while completing Master's in Data Analytics)

- Deliver excellent customer service while ensuring store standards, product display, and inventory organization meet company guidelines.
- Support stock rotation and visual merchandising using internal data reports to align with sales performance and seasonality trends.
- Recognized by management for reliability, adaptability, and teamwork in a fast-paced retail environment.

- Balance part-time work with full-time graduate studies, demonstrating strong time management and accountability.

KJ CORP

Founder and Shareholder

January 2023 - Present (3 years 4 months)

Lima, Perú

(Retail and distribution company – Apolo and FortLock brands)

- Led overall business operations and strategy, achieving +45% annual sales growth through data-driven pricing and assortment optimization.
- Designed and implemented Power BI and Excel dashboards to improve sales forecasting accuracy by 30% and reduce inventory shortages.
- Managed procurement, imports, and supplier relationships while ensuring compliance with Peruvian tax and e-invoicing regulations.
- Built marketing and training materials for retailers, expanding brand visibility to 20+ stores in Lima.

Niagara Region

Clinical Decision Support Intern (Wound Care)

January 2026 - March 2026 (3 months)

Thorold, ON

(Student placement within Niagara Region Seniors Services – Long-Term Care, based at Niagara Region Headquarters)

- Supported a clinical decision-support internship project focused on transforming complex wound care source materials into a structured, user-facing analytics workflow.
- Cleaned, standardized, and normalized Excel-based protocol data to improve data quality, reduce ambiguity, and support consistent recommendation outputs.
- Helped convert structured clinical guidance and product-selection content into validated runtime tables used by a Streamlit-based decision-support application.
- Contributed to rule-based recommendation logic, validation workflows, and data organization to improve usability, maintainability, and end-user accessibility.
- Collaborated in a hybrid internship environment while completing required orientation, documentation, workplace safety, and reporting training.

GLOBAL SERVICIO MANA BRAND EIRL

Commercial Manager

June 2022 - December 2024 (2 years 7 months)

Lima, Peru

(Marketing & BTL agency – foreign brand representation in modern retail)

- Conducted profitability and pricing analyses, driving a 12% increase in gross margin through optimized cost control and sales mix.
- Created automated Excel dashboards to monitor KPIs across sales, logistics, and marketing functions.
- Collaborated with cross-functional teams to launch 10+ new product lines, supporting decisions with market and financial data.
- Trained sales and operations staff in data-driven decision making, improving conversion rates by 18% and team performance metrics.
- Applied Excel and Power BI for performance reporting and to identify patterns in regional sales behavior.

Comercializadora Andina Organica SAC

Commercial Manager

April 2021 - September 2021 (6 months)

Lima, Lima, Perú

(Producer and distributor – organic and natural food products)

- Designed national distribution and pricing strategies for organic food products, increasing brand visibility by 40%.
- Built Excel-based dashboards to monitor product performance and regional sales growth.
- Led process optimization initiatives that improved forecasting accuracy and reduced operational inefficiencies.
- Collaborated with suppliers and sales teams to align inventory levels with market demand trends.

Halter

Commercial Manager

July 2018 - December 2020 (2 years 6 months)

Lima, Peru

(Supplier – lighting and electrical equipment)

- Managed commercial operations and implemented pricing analytics, improving overall profitability by 25%.

- Conducted sales and performance analysis to identify opportunities for growth in product categories.
- Reduced product losses by 92% through improved data tracking and internal controls.
- Introduced data-driven e-commerce strategies, resulting in a 60% increase in online sales.

Makro Supermayorista S.A

9 years 5 months

Own-Brand Product Manager

April 2016 - May 2018 (2 years 2 months)

Province of Lima

(Wholesale retail chain – B2B and institutions)

- Managed private label brands generating USD 47M annually, optimizing pricing, assortment, and supplier negotiations.
- Collaborated with Finance and Marketing teams to design Power BI dashboards and sales reports, improving ROI by 15%.
- Analyzed large sales and inventory datasets to identify trends, track KPIs, and improve replenishment accuracy.
- Led a team of analysts to enhance reporting efficiency and streamline category management processes.

Category Manager

January 2009 - March 2016 (7 years 3 months)

Lima Province, Peru

- Oversaw product categories generating multimillion-dollar annual sales; developed category strategies, pricing models, and promotional plans based on sales data.
- Used Excel and SQL to analyze large datasets and optimize product assortment, improving category profitability by 15%.
- Collaborated with Finance, Marketing, and Logistics to forecast sales trends and manage supplier contracts.
- Implemented data-driven reports for senior management, improving decision-making efficiency and KPI visibility.

HIPERMERCADOS TOTTUS S.A.

Area Manager

January 2006 - June 2007 (1 year 6 months)

Province of Lima

(Supermarket chain – Falabella Group)

- Managed the Fresh Foods Division, leading a team of 30+ employees and achieving 70% sales growth while reducing stock waste by 20%.
- Implemented process and layout optimizations that improved product rotation and customer experience.
- Designed daily Excel-based tracking tools to monitor sales, shrinkage, and operational KPIs.
- Collaborated with purchasing and logistics teams to align demand forecasting with store-level inventory.

LAIVE S.A.

Production Engineer

September 2004 - December 2005 (1 year 4 months)

Province of Lima

(Food & dairy manufacturing company)

- Collected and analyzed production data to improve efficiency and reduce waste by 10%.
- Implemented performance dashboards in Excel to monitor output and downtime metrics.
- Coordinated with maintenance and quality control teams to ensure production targets were met.
- Documented process improvements that optimized scheduling and reduced production delays.

TIN SEN S.A.

Assistant Commercial Manager

April 2003 - July 2004 (1 year 4 months)

(Importer & distributor – food and household products)

- Supported sales and purchasing operations, managing supplier negotiations and pricing analysis for local and imported products.
- Reduced overstock levels by 30% through data-driven demand planning.
- Created Excel templates for cost tracking and margin optimization, improving reporting accuracy.
- Strengthened supplier relationships, ensuring long-term competitiveness and supply continuity.

AVINKA S.A.

Quality Assurance Intern
January 2003 - March 2003 (3 months)
(Food processing company)

- Ensured compliance with food safety and hygiene standards in production facilities.
- Monitored sanitation practices, contributing to a 25% reduction in quality incidents.
- Assisted production and kitchen teams with operational improvements and data recording for audits.

TIENDAS POR DEPARTAMENTO RIPLEY S.A.

Integral Seller
April 1997 - December 2002 (5 years 9 months)
Lima, Peru

(Department store – fashion and home products)

- Delivered excellent customer service and consistently exceeded monthly sales targets by applying personalized sales techniques and product knowledge.
- Supported inventory management and merchandising, ensuring optimal product display and turnover.
- Maintained accurate daily sales and customer records using Excel-based reporting tools.
- Recognized for reliability, strong communication, and teamwork in a high-traffic retail environment.

ALICORP S.A.A.

Research and Development Intern
January 2000 - March 2000 (3 months)
(Consumer goods manufacturer)

- Supported R&D projects for product testing and sensory analysis under supervision of senior engineers.
- Assisted in documenting formulations, laboratory results, and prototype performance data.
- Collaborated with cross-functional teams to ensure consistency between pilot and production batches.

Education

University of Niagara Falls Canada

Master's degree, Data Analytics · (January 2025 - July 2026)

CENTRUM - Pontificia Universidad Catolica del Peru Business School

Master in Strategic Management of Business, Maestría en Administracion Estrategica de Empresas · (2007 - 2008)

University of Illinois Urbana-Champaign

Specialization in Digital Marketing, Marketing · (August 2020 - February 2021)

CENTRUM PUCP

Specialization in Big Data for Business, Big Data · (2019 - 2019)

Universidad Nacional Agraria La Molina

Specialist in Total Quality Management and Productivity, Specializing in Total Quality Management and Productivity, Specializing in Total Quality Management and Productivity · (2004 - 2004)