

Jonathan Malchow Vega

Data Analyst | Business Analyst | Operations Analytics and Reporting

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Work Authorization: United States citizen. Permanent residency in Spain with authorization to work in Spain and across the European Union (no sponsorship required).

Professional Summary

Senior operations leader and Master of Library and Information Science (MLIS) graduate (Simmons University) transitioning into data analytics and business analysis. Ten plus years building reporting frameworks, KPI dashboards, financial analyses, requirements documentation, and data-driven decision systems across property management, e-commerce, and retail. Hands-on with SQL, Python, advanced Excel (Pivot Tables, VLOOKUP / XLOOKUP, Power Query), relational database design, and rigorous statistical methodology (PRISMA systematic review across 892 papers and 7 academic databases). Owned analytics and reporting for a portfolio of 140 properties and 2,200 units, defining data architecture, KPI definitions, role-based access controls, and real-time performance dashboards in Appfolio. Drove \$500,000 in annual revenue at MindinMotion through product-line analysis, channel-margin reporting, and a platform migration that recovered 40 hours per week of operational labor. Currently co-authoring a peer-reviewed systematic review with Simmons' HCI/VIS Research Group, applying structured coding across multiple analytical dimensions and building Excel-based classification matrices and HTML heatmaps to surface patterns in the data. Bilingual English / Spanish.

Value Proposition: A senior operator who has actually owned the P&L, the platform, and the stakeholders behind the dashboards — and who brings the analytical rigor of an MLIS and a published research methodology to every reporting question. Rare combination of executive-level business judgment and graduate-trained data discipline.

Core Competencies

Data Analysis | Business Analysis | Business Intelligence | Reporting and Dashboards | KPI Definition and Tracking | SQL Querying | Advanced Excel | Statistical Analysis | Requirements Gathering | Stakeholder Management | Process Improvement | Workflow

Automation | Data Visualization | Data Quality | Data Modeling | ETL Concepts | Forecasting | Variance Analysis | Cohort and Segmentation Analysis | Financial Reporting | P&L Analysis | Vendor and Platform Selection | Cross-Functional Coordination | Documentation and Training.

Technical Skills

Languages and Querying: SQL, MySQL, Python, R (introductory), HTML, CSS, XML, JSON, Bash, Command Line Interface.

Analytics and Visualization: Advanced Excel (Pivot Tables, VLOOKUP / XLOOKUP, Index / Match, conditional formatting, data validation, Power Query basics), HTML heatmaps, Excel-based classification matrices, draw.io, Lucidchart, Miro for process flows and entity-relationship diagrams.

Business Intelligence and Reporting: Appfolio dashboards and reporting, QuickBooks reporting, Shopify analytics, Salesforce-style CRM reporting, real-time KPI dashboards, role-based access controls, ad-hoc executive reporting.

Methodology and Data Quality: PRISMA systematic review, structured coding frameworks, controlled vocabularies, data normalization, classification taxonomies, requirements documentation, user acceptance testing, change management, process documentation.

Productivity and Collaboration: Microsoft Office (Excel, Word, PowerPoint), Google Workspace, Zotero, LaTeX, BibTeX, Slack, Notion-style documentation, Jira-style ticketing.

Languages: English (native), Spanish (professional working proficiency).

Professional Experience

Graduate Research Assistant — HCI/VIS Research Group, Simmons University

Boston, MA | 2025 – Present

Co-authoring a peer-reviewed systematic review applying quantitative and qualitative analysis to a corpus of 892 academic papers screened across 7 databases (ACM Digital Library, IEEE Xplore, Scopus, Semantic Scholar, DBLP, SpringerLink, Wiley) using PRISMA methodology — a recognized standard for evidence-based, reproducible analysis.

Designed and built Excel-based classification matrices and HTML heatmaps to visualize patterns across the 40-paper analytical corpus; output directly drove the team's findings.

Co-designed a 7-category emergent classification framework with structured per-record coding across multiple analytical dimensions (type, dynamics, scale, handedness, input mapping); authored the “sensing proximity gradient,” adopted as a formal inclusion criterion.

Owner and Operator — SpeedQueen Laundry

Boston, MA | December 2023 – Present

Built recurring B2B revenue stream through data-driven outreach, local-market segmentation, and tracking of conversion and retention metrics; refined targeting based on weekly performance reporting.

Implemented digital CRM and POS reporting; track daily revenue, average ticket size, customer frequency, and inventory turnover; use the data to optimize staffing, pricing, and service mix.

Director of Operations and Business Development — Property Management One

San Francisco, CA | 2015 – 2021

Owned business analytics and reporting for a portfolio of 140 properties (2,200 units) including HOA-managed condominiums and rental assets; built standardized KPI reporting, compliance dashboards, and structured financial reporting workflows for property owners, HOA boards, and shareholders.

Led enterprise platform selection and full implementation of Appfolio: defined the data architecture, asset classification schemas, role-based access controls, and real-time performance dashboards that unified reporting across the portfolio.

Translated stakeholder requirements (owners, boards, shareholders) into reporting specifications; reduced reporting cycle time and improved data accuracy through standardization and automation of recurring reports.

Drove 25 percent portfolio expansion through partnerships informed by market analysis and pipeline reporting; managed budgets, P&L, variance analysis, and operational planning.

Director of Operations — MindinMotion

San Francisco, CA | 2015 – 2021

Drove \$500,000 in annual revenue across wholesale and e-commerce channels; analyzed product performance by category, channel, and SKU to inform purchasing, pricing, and assortment decisions.

Built the business case for Shopify-to-QuickBooks migration including labor cost analysis; led the migration, restructured the data architecture, and automated workflows to recover 40 hours per week of operational labor — a measurable operational ROI.

Negotiated and selected manufacturing partners using cost-benefit analysis; reduced product cost 28 percent.

Built product taxonomy across Women's, Men's, Girl's, and Accessories lines to support cross-channel reporting, inventory analysis, and channel-level margin tracking.

Store Manager — Forever 21

Plano, TX | 2013 – 2014

Increased revenue 30 percent in six months through data-driven merchandising, traffic and conversion analysis, and KPI-driven coaching of a 25-person team.

Achieved highest Units per Transaction in the region (3.5 versus 2.0 goal); achieved 23 percent conversion rate versus 17 percent corporate average — outperformed the comp set on every reported KPI.

Used daily, weekly, and monthly reporting to identify variance, diagnose root causes, and adjust staffing, scheduling, floor sets, and promotional emphasis.

Assistant Business Manager — Alliance Residential Company

Dallas, TX | 2010 – 2013

Recognized as Assistant Business Manager of the Year (2012) out of 550 colleagues.

Closed 15 plus leases per month; reduced operating costs 12 percent through expense analysis, vendor renegotiation, and process improvement.

Built and maintained leasing pipeline reporting and weekly KPI reviews used by regional leadership.

Earlier Career

Assistant to the Executive Director, PRESHCO Study Abroad Consortium (Córdoba, Spain); Doctoral Residency Director, University of Phoenix; Regional Visual Manager, Guess Inc.; Regional Visual Manager, Rainbow Apparel.

Education

Master of Library and Information Science (MLIS), Archives and Digital Stewardship

Simmons University — Boston, MA | Conferred May 2026

Relevant coursework: Database Management and SQL; Information Organization; Metadata (Dublin Core, RDF, WikiData); Technology for Information Professionals (Python, HTML / CSS, CLI); Digital Stewardship; Statistical and Methodological Approaches; Database Design.

Master of Liberal Arts, History (in progress)

Harvard Extension School — Cambridge, MA

Thesis: “The Montagu Case.” Archival research using UK National Archives holdings, Freedom of Information requests, and structured discourse analysis of bureaucratic records.

Bachelor of Liberal Arts, History and Finance

Harvard Extension School — Cambridge, MA

Certifications and Licenses

SQL — LinkedIn Learning Certificate

Taxonomy Boot Camp London 2026 — Certificate of Attendance (April 2026)

TESOL Certificate — Massachusetts Bay Community College

Computer Applications — Rio Salado College

Licensed Real Estate Agent — Massachusetts

Licensed Cosmetologist — Massachusetts

Selected Analytics Projects

Systematic Review and Quantitative Coding — HCI/VIS Research Group, Simmons University

Screened 892 papers across 7 databases using PRISMA methodology; built Excel-based classification matrices and HTML heatmaps to surface patterns; co-designed a 7-category classification framework with structured per-record coding across multiple analytical dimensions.

Appfolio Dashboard and KPI Implementation — Property Management One

Defined data architecture, KPI definitions, and reporting cadences for a 140-property, 2,200-unit portfolio; configured role-based access controls and real-time performance dashboards used by property owners, HOA boards, and shareholders.

Platform Migration and Operational ROI Analysis — MindinMotion

Built the business case for Shopify-to-QuickBooks migration including labor cost analysis and integration risk assessment; recovered 40 hours per week of operational labor and reduced product cost 28 percent through structured supplier analysis.

Relational Database Design and SQL Reporting — Simmons University

Designed and implemented a normalized MySQL database (8 plus tables) with hierarchical category structures; built PHP / HTML search and CRUD interface; demonstrated data modeling, query design, and reporting against a relational schema.

Conversion and Units-per-Transaction Analysis — Forever 21

Analyzed traffic, conversion, and Units-per-Transaction patterns across daily, weekly, and monthly reporting cycles; used the analysis to drive a 30 percent revenue increase in six months and a regional-best UPT (3.5 versus 2.0 goal) and conversion rate (23 percent versus 17 percent corporate average).