Armando De La Hoya Lazalde
Data Analyst

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Education

- B.S. in Chemical Engineering, Instituto Tecnológico de Durango.   2022
- **Certificates:** Azure Fundamentals (AZ-900), Google Data Analytics Certificate   Badges

Work Experience

Unidad de Posgrado y Desarrollo Tecnológico del Instituto Tecnológico de Durango   Durango, México
Research center where I developed the project "Adsorption studies of methylene blue in carbon obtained from residual biomass."
Research intern   2020 – 2021

- Designed experimental, data analysis and interpretation performed in Microsoft Excel
- Increased the adsorption capacity by 80%, measured through an adjustment model of experimental data, modifying the pH of the solution.

Projects

Bike customers dashboard in Excel | Source code

- Development of a solution to analyze the customers and their consumption preferences of a bicycle company.
- Identified that the preferred type of bicycle is the professional, and the average income of customers who purchase one is $90,000 to $100,000 per year.

Excel | Dashboard | Data cleaning | Data visualization |

E-commerce store data analysis | Source code

- Designed a visualization and business analysis tool that allows the store to better understand its customers.
- Identified that the category of Smarts TVs represents 45.81% of sales, followed by 26.26% by computers category.

Python | SQL Server | Power BI | Data cleaning | Data visualization | Data modeling | Storytelling

Adventure works report | Source code

- Building a sales dashboard in response to stakeholder needs and business requirements.
- A gain of 9% over the 2021 budget has been calculated and other prospects have been found that may be relevant to the company.

SQL Server | Power BI | ETL | Data modeling | Data cleaning | Storytelling

Additional

Languages: English (B1 level)

Notable Coursework: Data Scientist Diploma at Skills.tech, Data Science & IoT Diploma, Programming Essentials in Python by Cisco, Excel Skills for Business by Macquarie University

Technical Skills:

- **Programming Languages and databases:** Python, SQL Server, PostgreSQL
- **Libraries:** Pandas, Numpy, Matplotlib, Seaborn, Plotly, Prophet, Neural Prophet
- **Tools:** Jupyter Notebook, Excel, Power BI, Visual Studio Code, Azure Data Studio