

Miguel Ángel Castañeda Martínez

(+52) 55-3422-3103 | miguel.castama@outlook.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

SUMMARY

I am a data scientist experienced in manufacturing processes, financial services, and retail industry. My specialization covers end-to-end data science solutions from data engineering to end-user dashboards and storytelling. I'm interested on professional challenges involving Machine Learning and Statistical Modeling.

EXPERIENCE

[Havas Media Group](#), Mexico City, MX. Feb 2024 – present.
Lead Data Scientist.

[El Puerto de Liverpool](#), Mexico City, MX. Sep 2023 – Feb 2024.
Data Scientist.

- Developed an anomaly detection system for Liverpool's purchasing team, unveiling \$600 million MXN worth of stock in alert status. This also served as a KPI which led to define guidelines and best practices within future purchases.
- Designed an estimator for Liverpool's website, quantifying the effect of making a product visible for online sales. This provided the business team with valuable insights to define a strategy to maximize online sales effectiveness.

[Instituto Nacional de Transparencia y Acceso a la Información](#), Mexico City, MX. Oct 2022 – May 2023.
Volunteer Data Scientist.

- Increased visibility of INAI's trending topics by implementing an alert system based on Google search trends, which helped INAI's operators detect attention topics up to 2 days prior to a ticket in the CRM system.
- Integrated a database with INAI related web searches by monitoring Google Trends through web-scraping technics.
- Coded a natural language processor of INAI's CRM data to cluster search topics to feed the scraper above.

[Procesos Pross](#), Mexico City, MX.

Project Manager, Mar 2022 – Ago 2022.

- Designed and led the implementation of a Modularized Record Keeping System (MRKS) to replace legacy processes, increasing integration speed of client requirements by 40%.
- Executed the MRKS Proof of Concept with 5% of the costumers, setting a benchmark for IT to build the architecture.

Compliance Analyst, Apr 2021 – Mar 2022.

- Implemented a system for clock-in and clock-out from home office, gathering data for employee timeliness performance.
- Architected a requests platform with average rate of 50 requests a week, generating data for employee satisfaction metrics.

[Bilstein Shock Absorbers](#), Hamilton, OH, US. Aug 2019 – Feb 2020.

Manufacturing Process Plan Intern.

- Improved quality processes by analyzing data of given machines, scoring 100% in the quality assurance tests.

[UNAM Motorsports – Formula SAE](#), Mexico City, MX.

Team Principal, Aug 2018 – Jul 2019.

- Led an interdisciplinary team to design, build, test, and compete with a Formula type racecar in a series of international competitions, finishing as the best Latin-American team in FSAE Lincoln 2019.

Team Member, Aug 2015 – Jul 2018.

- Participated in the FSAE 2016, 2017, 2018 Design Series, progressively gaining responsibilities from Mechanical Designer up to Design & Manufacturing Principal, where I led the engineering development of the vehicle.

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SKILLS

Spanish and English fluent in speaking and writing.

- **Cloud & big data:** GCP, Databricks, PySpark
 - **Data science:** Python, R Software, SQL, BigQuery
 - **ML & DL Frameworks:** ScikitLearn, TensorFlow
 - **BI:** PowerBI, Looker, Shiny, Streamlit
 - **Bayesian inference:** Stan
 - **Frameworks:** Flask
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ARTICLES

- [A journey through Mexico City public cycling service \(Ecobici\)](#). Nexos Magazine, Sep – 2023.
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EDUCATION

- **MSc. in Data Science.** ITAM, Aug 2022 – Dec 2023.
- [Grad. Cert. in Data Science & ML applied to Financial Markets](#). ITAM, Aug 2021 – Apr 2022.
- [BSc. in Mechanical Engineering](#), top 12%. UNAM School of Engineering, Aug 2014 – May 2019.