

# José Daniel López Romero

## Head of Data Intelligence | AI-Driven Business Strategy Leader

I build AI-powered intelligence systems that drive business strategy. Currently leading Grupo Bafar's data intelligence center — designing predictive models, automating research workflows with AI agents, and managing cross-functional analytics. Specialized in market research automation and turning complex data into strategic decisions. See my work at

<https://daniel9romero.github.io/Portafolio>.

### Skills

**Strategic Leadership:** Team Management, Market Research, Strategic Planning, C-Level Reporting, Cross-functional Collaboration

**Business Intelligence:** Power BI, Tableau, KPI Architecture, Dashboard Design, Data Storytelling, Business Strategy

**AI & Advanced Analytics:** Machine Learning, Agentic AI, LLMs, Predictive Modeling, Computer Vision, Forecasting

**Technical Stack:** Python, R, SQL, n8n, Workflow Automation, APIs, Cloud Platforms, ETL Processes, GIS

**Data Science:** Big Data, Econometrics, Statistical Analysis, Data Mining, Remote Sensing, Geospatial Analytics

### Work Summary

#### **Grupo Bafar – Head of the Intelligence Center** (Chihuahua, MEX)

November 2024 - Now

- Lead BI team and market research division, implementing predictive analytics for strategic planning
- Optimized product cataloging system through Python refactoring, reducing processing time from 8 hours to 20 minutes
- Built ML-based trend analysis system to identify and prioritize market opportunities
- Manage cross-functional team driving data-centralized decision making across business units
- Automated data pipelines with n8n and APIs, significantly reducing manual processing time
- Integrated AI agents (LLMs, RAG) into forecasting workflows for automated insights
- Design advanced Power BI dashboards with Python integration for real-time intelligence
- Spearhead market research using predictive modeling methodologies for group-wide planning

#### **Quién es quién – Data Analyst** (Remote)

October 2022 - October 2024

- Detected process optimization opportunities, boosting operational efficiency by 18%
- Delivered actionable analytics that increased service adoption by 12%
- Automated monthly reporting workflows with R scripts and SQL queries (-30% time reduction)
- Presented data-driven insights to C-level clients, demonstrating service value through metrics)

**Sedena (Plan DNI-III) – Data Analyst** (Mexico City, MEX)

November 2021 - September 2022

- Analyzed DNI-III plan data optimizing resource allocation for suppliers, logistics, and finances
- Achieved 47% reduction in hospital bed overcrowding through predictive rotation system
- Developed models based on climate-population dynamics and vaccination rates
- Created time-series visualizations tracking resource evolution and deployment efficiency

**PT Nacional – Digital Strategy Advisor** (Mexico City, MEX)

January 2021 - June 2021

- Analyzed digital marketing data to optimize campaign strategies and increase reach
- Implemented data-driven targeting strategies improving audience engagement by 25%
- Conducted competitive analysis and market segmentation for political campaigns

Projects

**Market Intelligence AI Agent System.** AI-Powered Research Automation. Built autonomous agent systems using LLMs and RAG to automate market research workflows — from data collection to insight generation. Reduced research cycle time from days to hours while maintaining analyst-quality output.

**Competitive Intelligence Platform.** Competitive Intelligence Platform. Designed automated competitive monitoring system tracking pricing, product launches, and market positioning across key competitors. Delivers real-time strategic insights to leadership.

Education**Master's in Data Science and Business Intelligence (Dual Degree)**

UPAEP Mexico & Universidad Siglo XXI Argentina | 2022-2024

**Thesis:** Gradient Boosting Forest model for Local Climate Zone prediction achieving 84% accuracy, surpassing international standards through remote sensing and ML integration

**Bachelor's Degree in Economics**

Universidad Autónoma de Sinaloa | 2016 - 2021

International Experience: Research Internship - UFRJ Brazil (2021) • Exchange - U. Nacional Colombia (2020) • Exchange - UNAM Mexico (2019)

Languages**Spanish, English, Portuguese**

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