José Daniel López Romero

Head of Data Intelligence | AI-Driven Business Strategy Leader

Data intelligence leader transforming business through AI innovation. Currently heading the intelligence center at Grupo Bafar with a 15% increase in market opportunities and 2300% efficiency improvement. Expert in building AI-powered systems, managing cross-functional teams, and translating complex data into strategic decisions. Specialized in agentic AI, automation workflows, and predictive market research.

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, Manus, 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 code refactoring, reducing processing time from 8 hours to 20 minutes (2300% speed improvement)
- Increased market opportunity detection by 15% through ML models and trend analysis
- Manage cross-functional team driving data-centralized decision making across business units
- Reduced overall processing time by 30% through n8n automation and API pipeline optimization (+25% efficiency)
- 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. Developed autonomous agentic AI system using RAG architecture for real-time market analysis. Integrated Python, n8n, and Supabase creating self-updating intelligence platform processing 10,000+ daily data points. Reduced manual analysis by 70%.

Strategic Market Expansion Through Geospatial Analytics. Designed geospatial dashboard to identify high-potential commercial zones and optimize distribution routes. Used geographic data analysis of current customers to detect patterns and unexplored opportunities. Achieved 20% operational cost reduction through improved route planning and increased market coverage by 35% by identifying new service areas.

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

Daniel9Romero@hotmail.com
+52 5648507035
https://www.linkedin.com/in/daniel9romero